Research-based Ecommerce Swipe File

25 valid marketing experiments to give you ideas for your next A/B test

Fellow evidence-based marketer,

The rise of ecommerce probably has had two effects on your day-to-day life. For one, ecommerce has made it easier to reach customers throughout the country and the world.

But second, every product you're selling, every goal you have **now exists in a brutally competitive market** where your potential customer can quickly and easily leave your website and choose anyone from the behemoth Amazon to an eBay seller operating out of a garage instead of your company.

So how do you compete? How do you increase your conversion rate and sell more products? I can't give you a specific answer.

But I'll tell you who can – your customers.

With A/B testing, you can discover what really works on *your brand's* website, in *your brand's* email, and in *your brand's* ads with *your brand's* prospective customers.

To give you ideas for tests, we put together this swipe file of 25 ecommerce experiments that MECLABS Institute analysts conducted in [Research Partnerships with ecommerce companies](#) to help them **learn about their customers and improve conversion rates**.

If these experiments inspire your own tests, we'd love to see the results – just drop me a line at d.burstein@meclabs.com.

Here's to higher-converting ecommerce websites,

Daniel Burstein
Senior Director, Content & Marketing
MarketingSherpa and MECLABS Institute

P.S. **If you need help improving conversion**, just email me. Our analysts can work alongside you to apply [our patented methodology](#).

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MECLABS Institute helps companies **create sustainable competitive advantage** in three main ways…

1. We use the scientific method to learn **what actually works** in a given company's marketing and sales collateral.

   By applying randomized controlled trials to marketing and sales offers, we can both **mitigate risk of any marketing or sales campaign** in the short term and learn enough about customer preferences to produce the **maximum return on investment** in the long-term.

   Learn how to drive conversion increases through discoveries from 20,000+ path experiments at MECLABS.com/Services.

934%
Total Increase

Actual result achieved for KPI
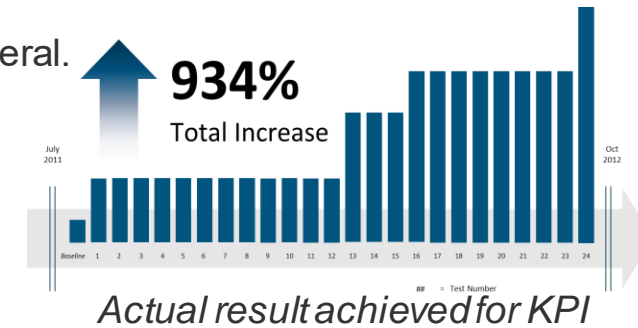
2. As the world's oldest research institution dedicated to thought sequence optimization, we draw from **more than 20 years of observing what works** and what doesn't in sales and marketing **across most industries**.

   MECLABS and its publishing brands have produced:
   - 20 years of real-world sales and marketing research
   - 1000s of case studies with marketing innovators
   - 1,500+ validated marketing and sales experiments involving over 20,000 sales paths, 1 billion emails and 5 million phone calls

   Get free access to 20+ years of research, how-to guides, and marketing resources at MECLABS.com/Research.

Experiments from our research

3. MECLABS is not an agency. We are **a research institution dedicated to education with a services wing**. All of the capacity we have is transferred into the companies we work with. We don't hold any back as proprietary knowledge.

   Every person on your team has **the opportunity to learn how to replicate what we do**.

   Learn from online courses and in-person training at MECLABS.com/Education.

Actual training portal

Experiment #1

46% more conversions for furniture company by changing credibility approach

Experiment #1: Background

Experiment ID: TP11009
Record Location: MECLABS Research Library

Background: A mid-sized furniture company selling mattresses

Goal: To increase the overall number of mattress purchases

Research Question: Which credibility approach will produce the highest rate of mattress purchases?

Test Design: A/B variable cluster split test

Experiment #1: Control
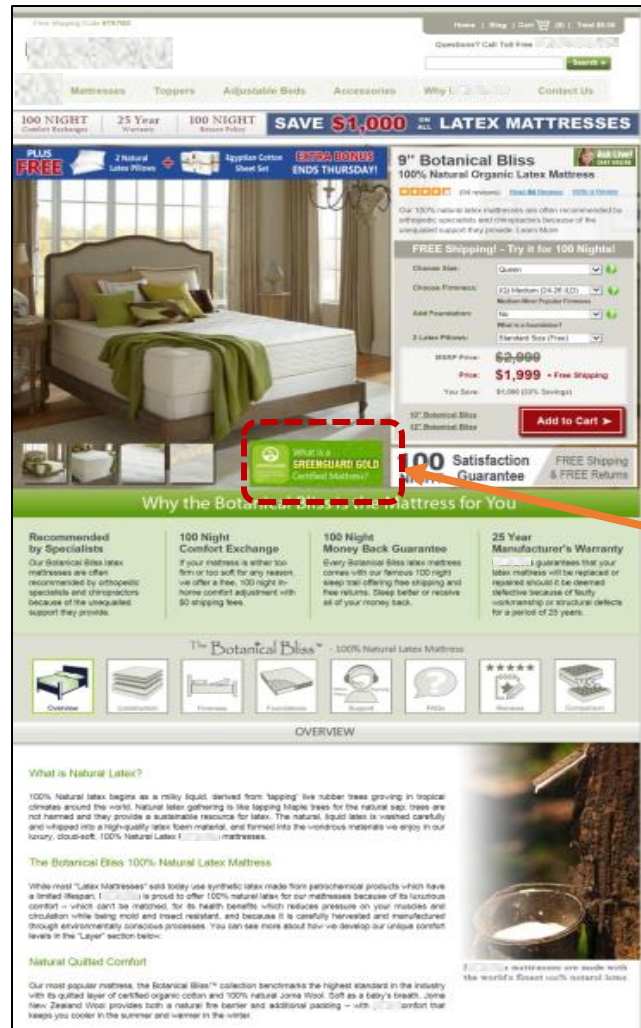
- The product is an organic latex mattress. It is one of only a few mattresses that is GreenGuard Gold certified.

- In the control, the certification is present, but de-emphasized. There is also no explanation to help the customer understand why they should value this certification.

Experiment #1: Treatment

What is the GreenGuard Gold Seal?

Unlike most of our competitors, our entire mattress is 100% certified by GreenGuard Gold. Through rigorous testing GreenGuard certifies our mattresses meet the world's most rigorous, third-party chemical emissions standards with strict low emission levels for over 360 volatile organic compounds, or VOCs. By being certified at the Gold level, our mattresses are certified for sensitive individuals such as children and the elderly.

You can keep your family and the environment around you safe. This is perfect for those with skin sensitivity and allergies!

Our Mattresses get reviewed quarterly to maintain this seal of approval. Last Certification:
January 4th, 2014

Click Here to learn more about all the   Certifications

Experiment #1: Side by Side

Version A

Version B

Experiment #1: Results

46% Relative Increase in Conversion

The treatment significantly increased conversions by 45.69%

Design	KPI	% Rel. Change
Control without GreenGuard copy	0.65%	-
Treatment with GreenGuard copy	0.94%	45.69%

! **What You Need to Understand:** The increased clarity around an exclusive source of third-party credibility increased the value exchange and appeal of the product driving more sales.

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Experiment #2

37% increase in conversions for travel agency by simplifying and sequencing the cart options

Experiment #2: Background

Experiment ID: TP1294
Record Location: MECLABS Research Library

Background: B2C company offering package vacations to global consumer audience.

Goal: To increase conversions

Research Question: Which cart page will generate the highest completion rate?

Test Design: A/B split test (variable cluster)

Experiment #2: Control

Control Cart
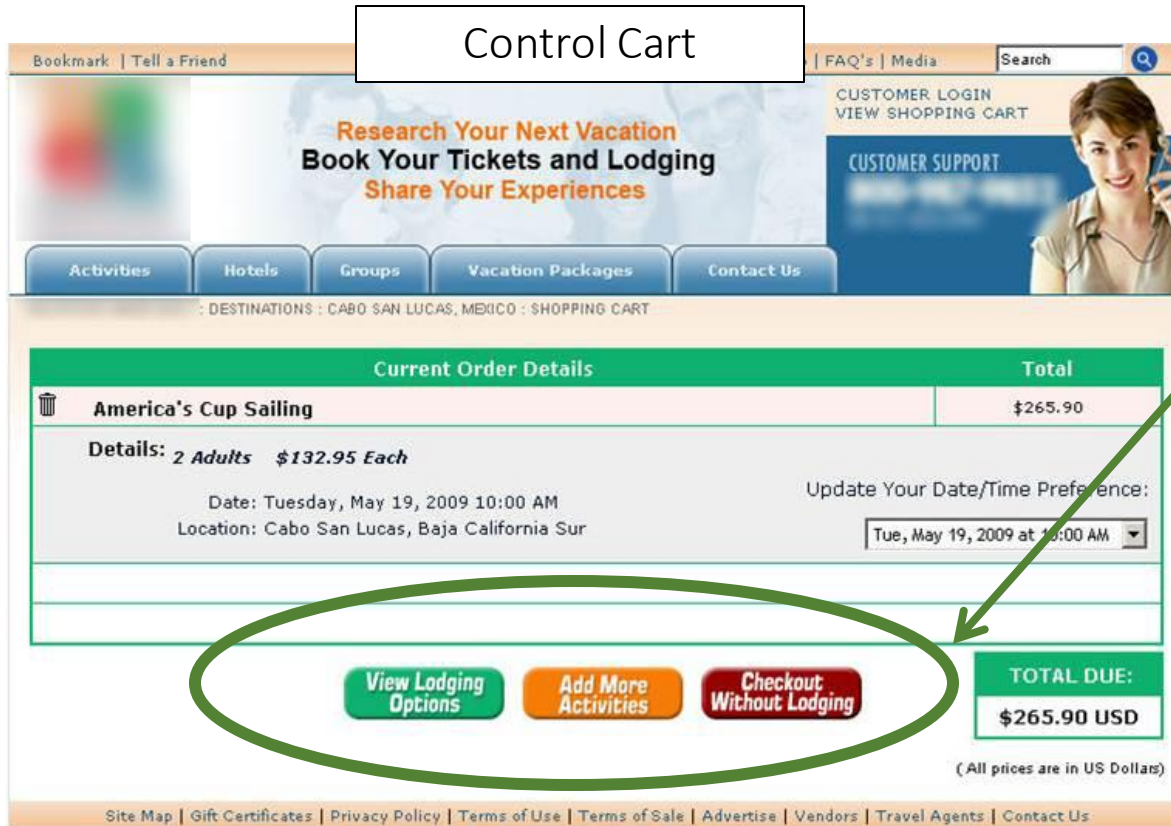
- The original cart was simple, but it included three equally weighted options from which the visitor had to select.

- This made the checkout process unnecessarily cumbersome.

Experiment #2: Treatment

- The marketers deemphasized and integrated the additional options into the product details.

- And they focused the visitor on one main call too action here.

Experiment #2: Results

37% Relative Increase in Conversion
The treatment significantly increased total cart conversions by 101.40%

Design	KPI	% Rel. Change
Control	12.94%	-
Treatment	17.66%	36.50%

! **What You Need to Understand:** By moving the secondary CTAs to the relevant cart sections and putting emphasis on a single CTA to move the customer forward friction was reduced and conversion increased.

Experiment #2: Not This, But This…

Protocol ID: TP1294

From this

To this

37%
Purchase Rate

Experiment #3

12% increase in conversions for multimedia retailer by strategic placement of testimonial and credibility indicators

Experiment #3: Background

Experiment ID: TP1070
Record Location: MECLABS Research Library

Background: A national computer hardware and multimedia retailer with a significant online and offline presence

Goal: To increase total cart conversions and revenue per cart.

Research Question: Which treatment will generate the highest conversion rate and revenue per cart?

Test Design: A/B variable cluster test

Experiment #3: Control

A closer look at the control cart page reveals that all supporting content is focused on making an upsell.

Experiment #3: Treatment

Treatment Cart

- The treatment, however, changes focus to reduce potential anxiety

  - Testimonial, customer support and live chat in the supporting column

  - Another testimonial and credibility indicators below the call to action area

Experiment #3: Side by Side

Control Cart

Treatment Cart

Experiment #3: Results

12% Relative Increase in Revenue

The treatment significantly increased revenue per conversion by 11.6%

Design	KPI	% Rel. Change
Control	$49.14	-
Treatment	$54.84%	11.60%

! **What You Need to Understand:** By addressing anticipated anxiety at critical point of decision through the use of testimonials and clear trusted payment options, the treatment generated 3.69% more sales in addition to 11.6% more revenue per cart, **resulting in a projected $53,000,000+ annual increase in revenue.**

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Experiment #4

87% increase in conversions for online printing company by re-sequencing product and process information on product page

Experiment #4: Background

Experiment ID: TP1568
Record Location: MECLABS Research Library

Background: An online printing company that specializes in delivering printed marketing materials with minimal turnaround.

Goal: To increase the number of purchases online.

Research Question: Which product page will result in the largest purchase rate?

Test Design: A/B Variable Cluster test

Experiment #4: Version A

Experiment #4: Version A

Experiment #4: Version B

Experiment #4: Version B

Experiment #4: Side by Side

Version A

Version B

Experiment #4: Results

87% Relative Increase In Conversion

The treatment significantly increased conversion by 87.40%

Design	KPI	% Rel. Change
Version A	4.03%	-
Version B	7.55%	87.40%

! **What You Need to Understand:** By resequencing the page to put the form first and better match motivation and clarify the eye path, the new product page template achieved an 87.40% increase in conversions.

Experiment #4: Not This, But This…

Eye path

Protocol ID: TP1568

From this

To this

87%
In Purchases
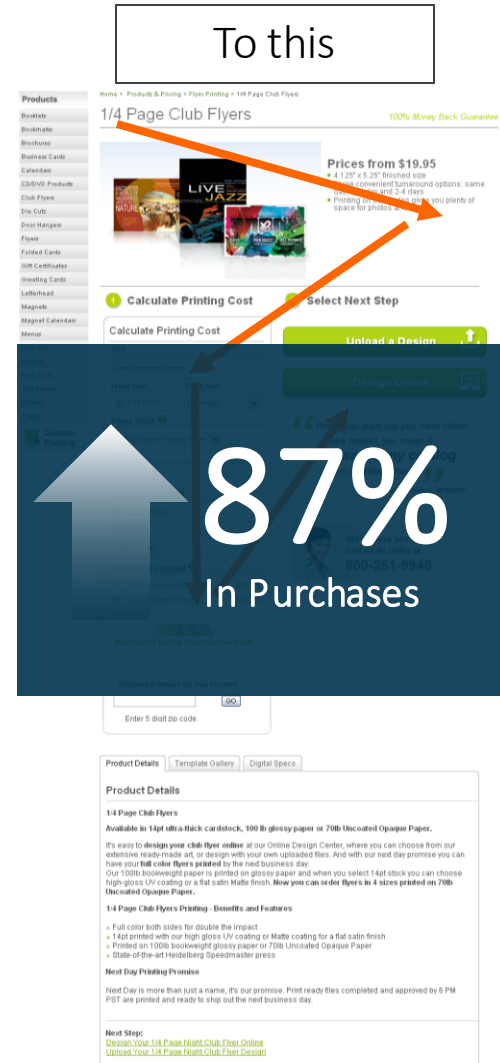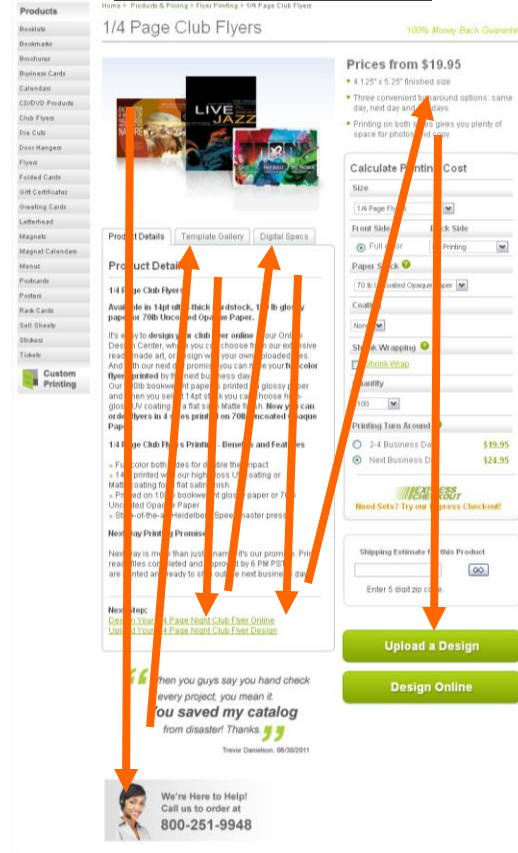
Experiment #5

20% increase in conversions for Italian cosmetics website by adding an interactive element to product page

Experiment #5: Background

Experiment ID: TP1283
Record Location: MECLABS Research Library

Background: Italian ecommerce website offering cosmetics. The researchers were focusing on testing different approaches to the "body" category page.

Goal: To increase the rate of conversion

Primary Research Question: Which page will generate the highest rate of conversion?

Approach: A/B variable cluster test

Experiment #5: Control

Control – Category List
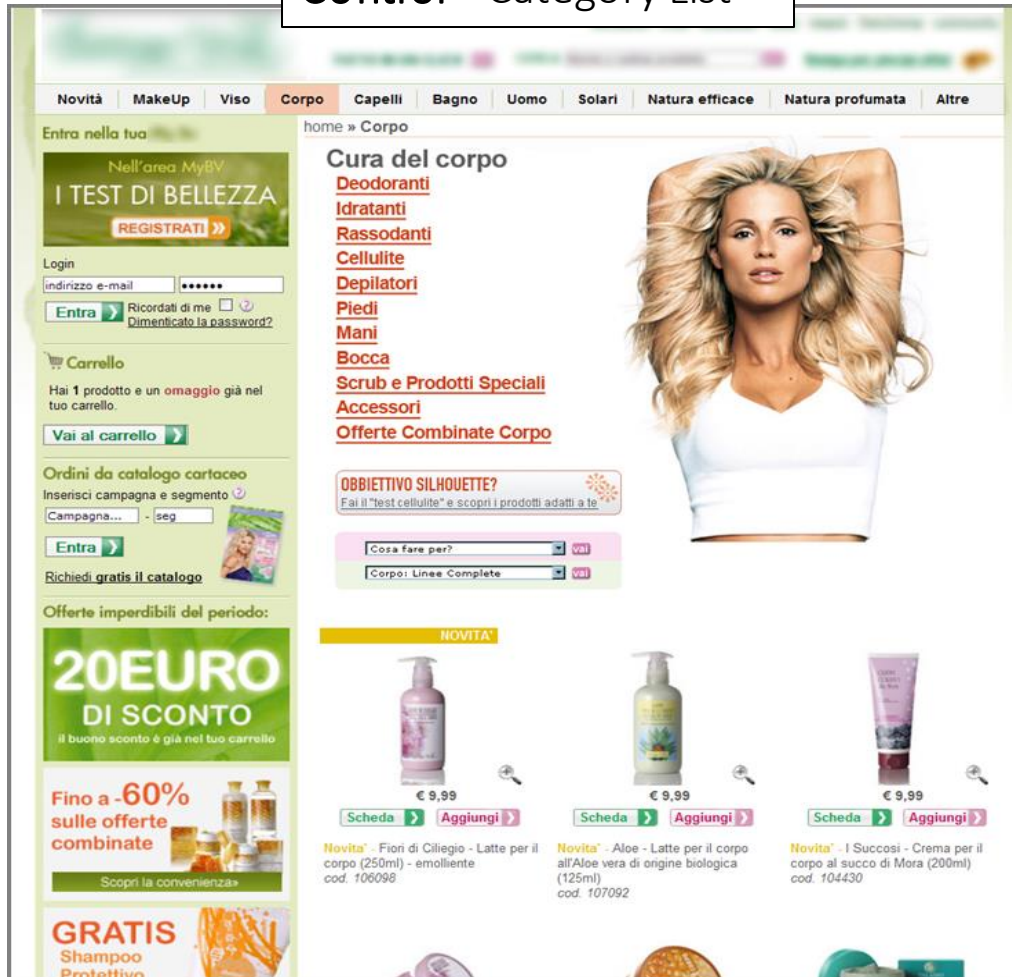
Is the category list at the top of the page the most user-friendly way to present the information?

Experiment #5: Treatment

T1 – Configurator
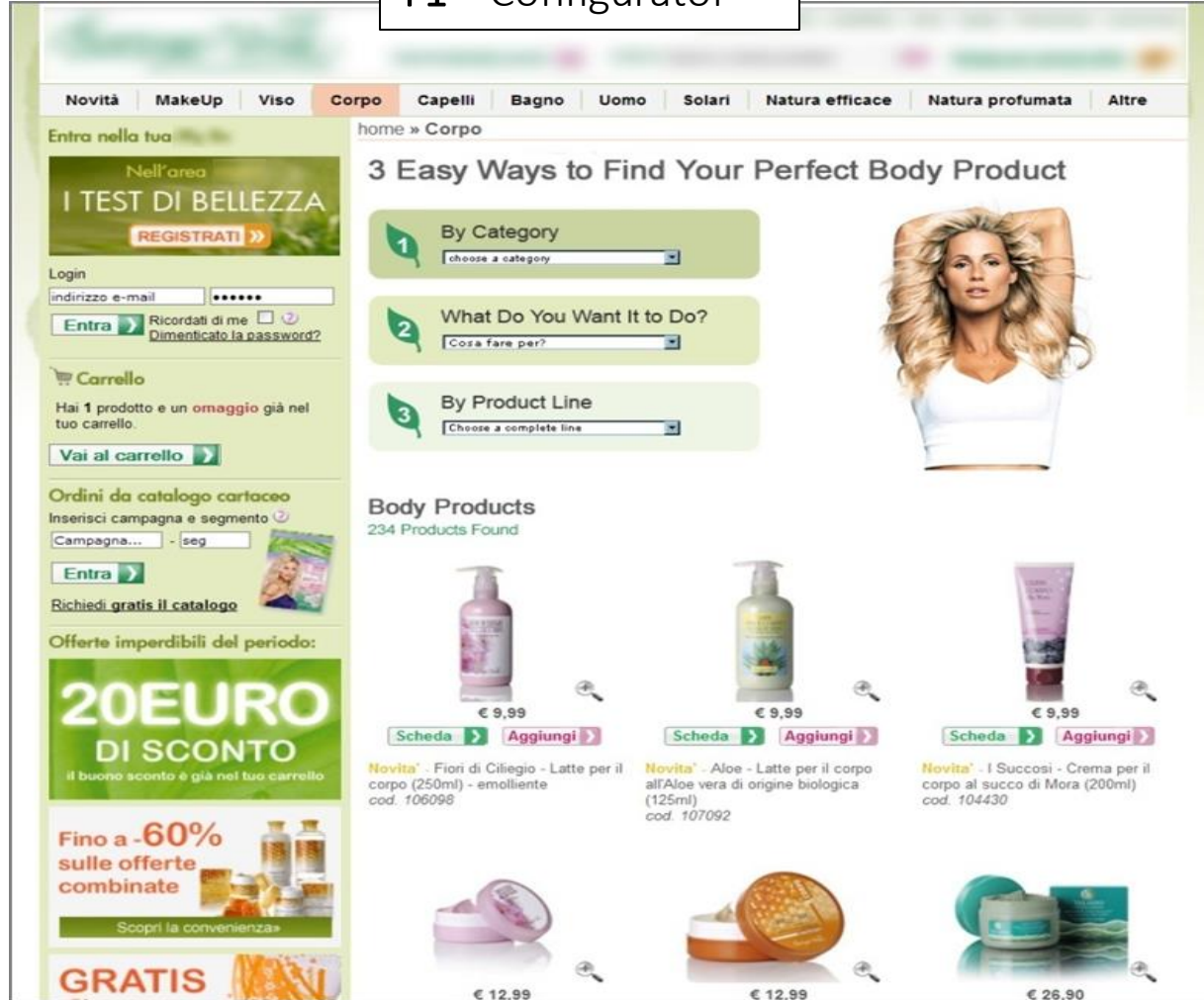
Treatment 1 seeks to make the page easier to use by adding an interactive configurator that enables the visitor to customize the products that show up below.

- By Category
- By Objective
- By Product Line

Experiment #5: Treatment

T2 – Visual Categories

Treatment 2 seeks to make page easier by removing the category links and simply featuring the main categories with images.
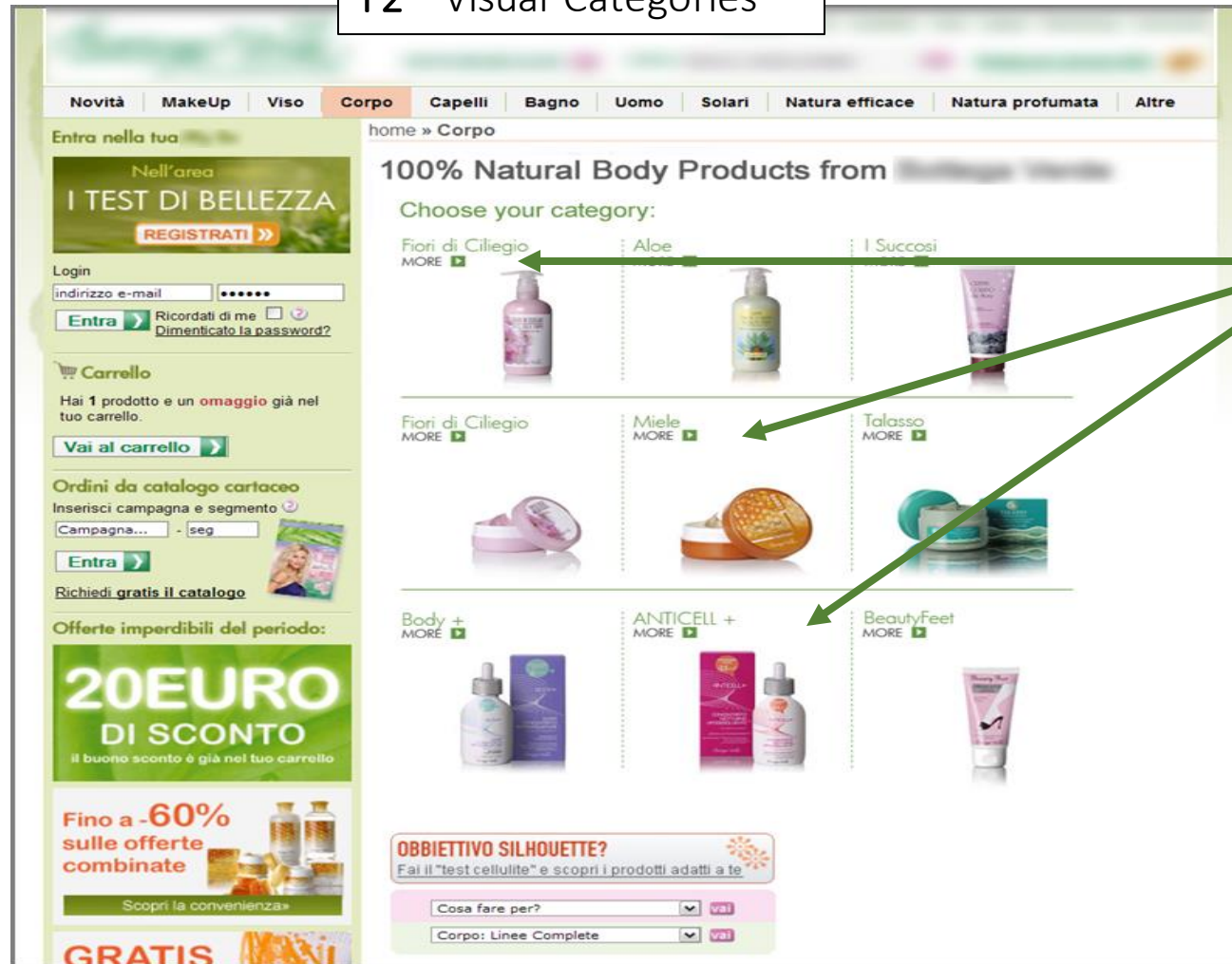
Experiment #5: Treatment

T3 – Navigation Links (text)

Treatment 3 is a radical approach that seeks to make the process easier by removing the "body" category page altogether, enabling the visitor to choose their category within the navigation of the homepage.

Experiment #5: Treatment

Treatment 4 is similar to Treatment 3, only it integrates a more visual approach to the categories within the navigation.

Experiment #5: Side by Side

Control – Category List
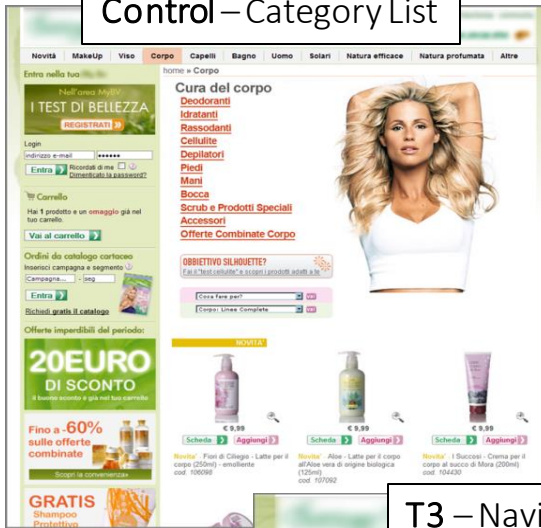
T1 – Configurator
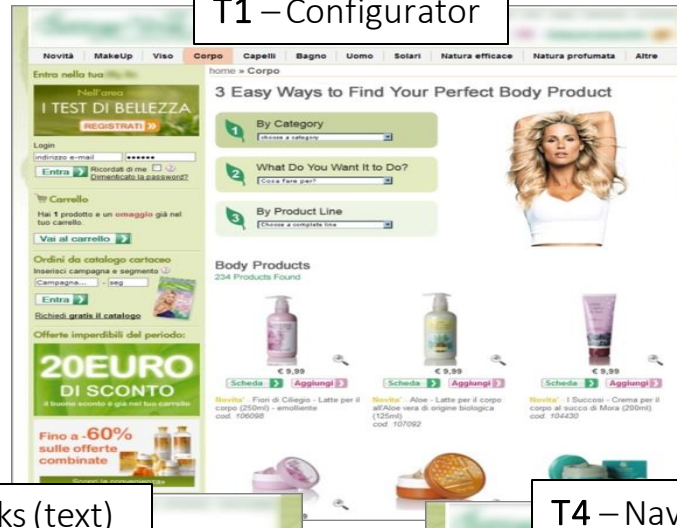
T2 – Visual Categories
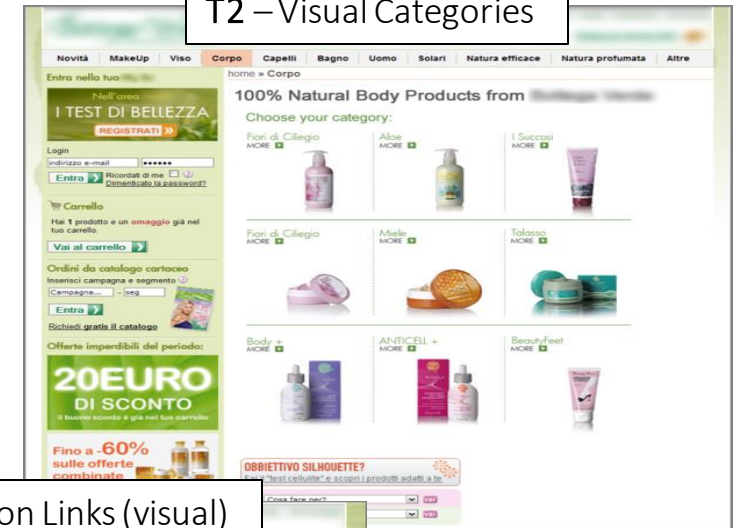
T3 – Navigation Links (text)

T4 – Navigation Links (visual)

Experiment #5: Results

20% Relative Increase in Conversion

The configurator treatment significantly increased conversion by 20.00%

Design	KPI	% Rel. Change
Control	1.04%	-
Treatment 1	1.25%	20.00%
Treatment 2	1.10%	6.00%
Treatment 3	1.10%	5.00%
Treatment 4	1.10%	5.00%

! **What You Need to Understand:** By adding an interactive element, the new product page achieved a 20.00% increase in conversions.

Experiment #6

Projected $500,000+ increase in revenue per year for retail/wholesale collector items website by testing which version of a second step in the conversion funnel will produce the highest conversion rate

Experiment #6: Background

Experiment ID: TP1305
Record Location: MECLABS Research Library

Background: A website that sells retail and wholesale collector items

Goal: To increase conversion rate

Primary Research Question: Which version of a second step in the conversion funnel will produce the highest conversion rate?
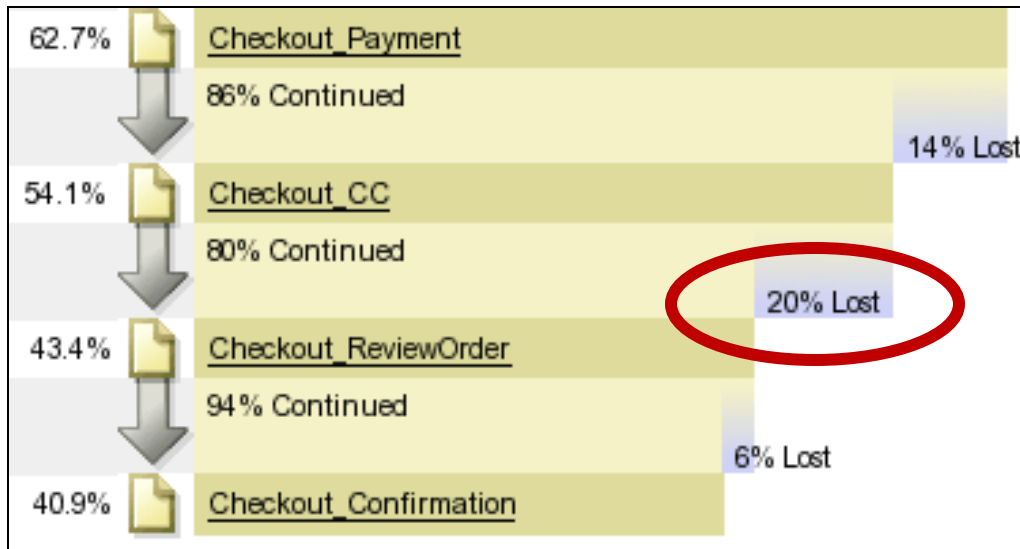
Approach: A/B variable cluster split test

Experiment #6: Background

Fallout Report: New Customers

- When we analyzed the metrics, we realized there were leaks throughout the checkout process. **The credit card submission page stood out as low cost opportunity for immediate return**.

- When we analyzed the metrics even further, we saw that **this step also had the highest lost revenue per cart** (more than double compared to any other step).

- From this, we hypothesized that **optimizing this step would have the highest potential return** on our efforts.

Experiment #6: Control

Control

What might be causing the fallout?

- It is unclear why the credit card is required when payment method is different.

- The complexity of the purchase agreement terms causes confusion and concern.

- There is no indication that the customer's credit card information is secure.

Experiment #6: Treatment

Treatment

How we addressed the issues:

- Third-party security indicators have been added.

- Clearer explanation of why a credit card is required and that it will not be charged

- "Satisfaction Guaranteed" promise is emphasized.

Experiment #6: Side by Side

Experiment #6: Results
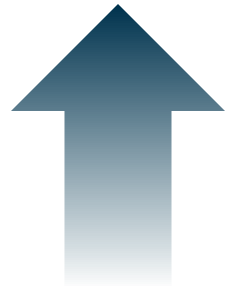
↑ **5%** Relative Increase in Conversion

The treatment credit card page increased conversions by 4.51%

Design	KPI	% Rel. Change
Control	82.33%	-
Treatment	86.04%	4.51%

! **What You Need to Understand:** While it might seem like a small increase, the changes in this treatment on this step of the funnel **resulted in a projected $500,000+ increase in revenue per year**. This underscores the potential impact of a properly identified research question.
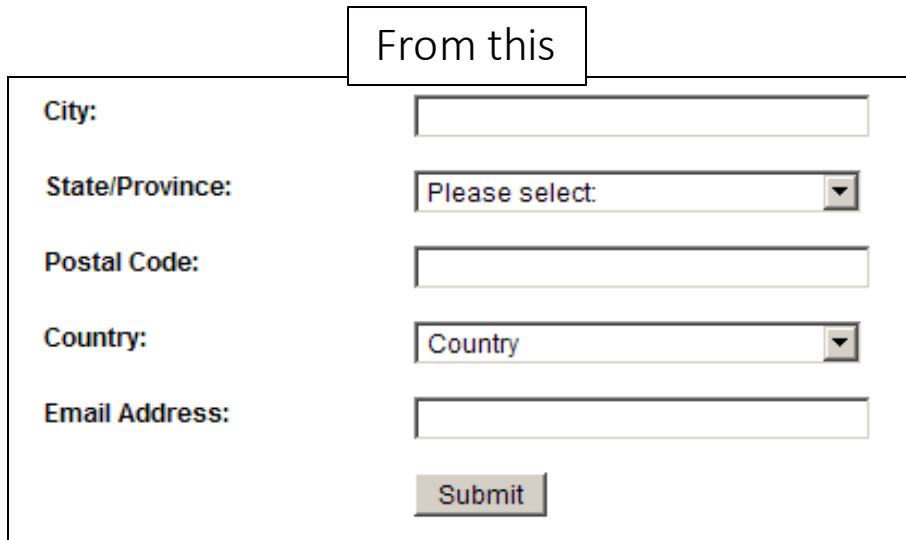
Experiment #6: Not This, But This

This call-to-action form isolates all content before the information exchange begins.
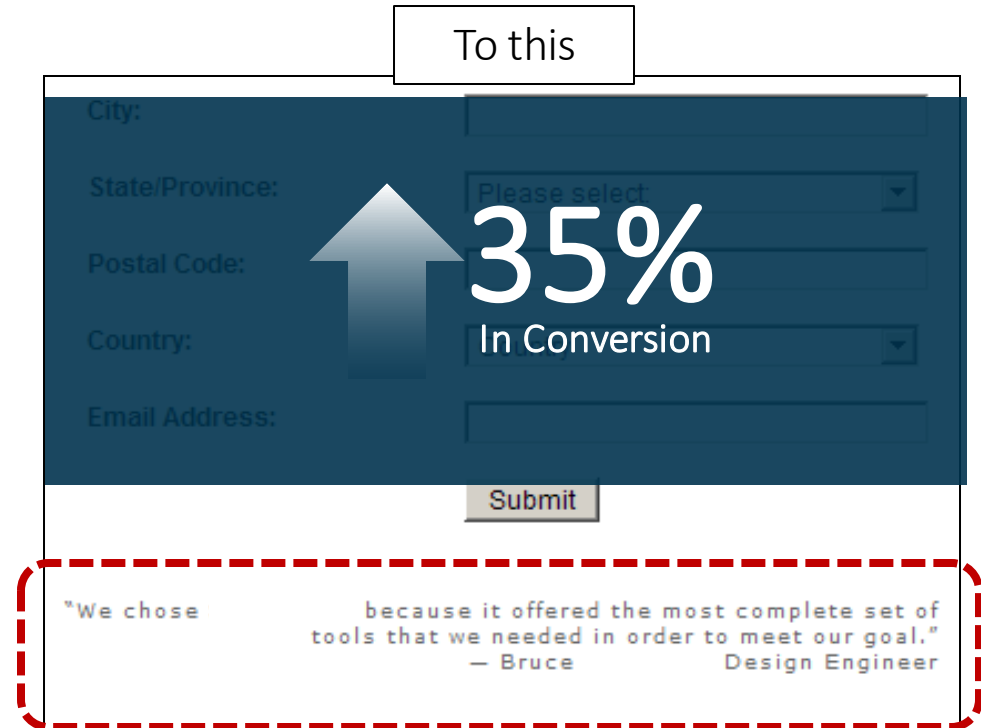
This form, however, adds a single testimonial to support the moment of action.

Experiment #7

49% increase in conversions as well as significant increase in email captures for people-search software database company by changing the text and position of the call-to-action and adding an email capture field

Experiment #7: Background

Experiment ID: TP1000-13
Record Location: MECLABS Research Library

Background: A company offering people-search software database for consumers.

Goal: To increase the number of emails captured.

Research Question: Which page will generate the highest email capture rate?

Approach: A/B single factorial split test

Experiment #7: Control

When a visitor clicked "Order Now" they were then directed fill out a single-page form with their payment information.

Experiment #7: Treatment

The treatment added an email capture field and changed the button copy from "Order Now" to "Continue to Step 2" while sending visitors to the same order page.

Treatment

Internet Detective Software Program for Investigating…
Become a ▓▓▓▓▓▓ and explore a whole new world of valuable information.
Anything about Anyone Online
211 million name database

✓ **Check** Criminal Records - **Find The** DIRT **now!**
✓ **Uncover Your OWN** Family History!
✓ **Find Birth, Death, SOCIAL SECURITY, Adoption, DMV Records, and More!**
✓ **Find how to locate** UNLISTED **Phone Numbers!**
✓ **Powerful Reverse Search To Find Address, Phone Number and E-mail Addresses FAST!**
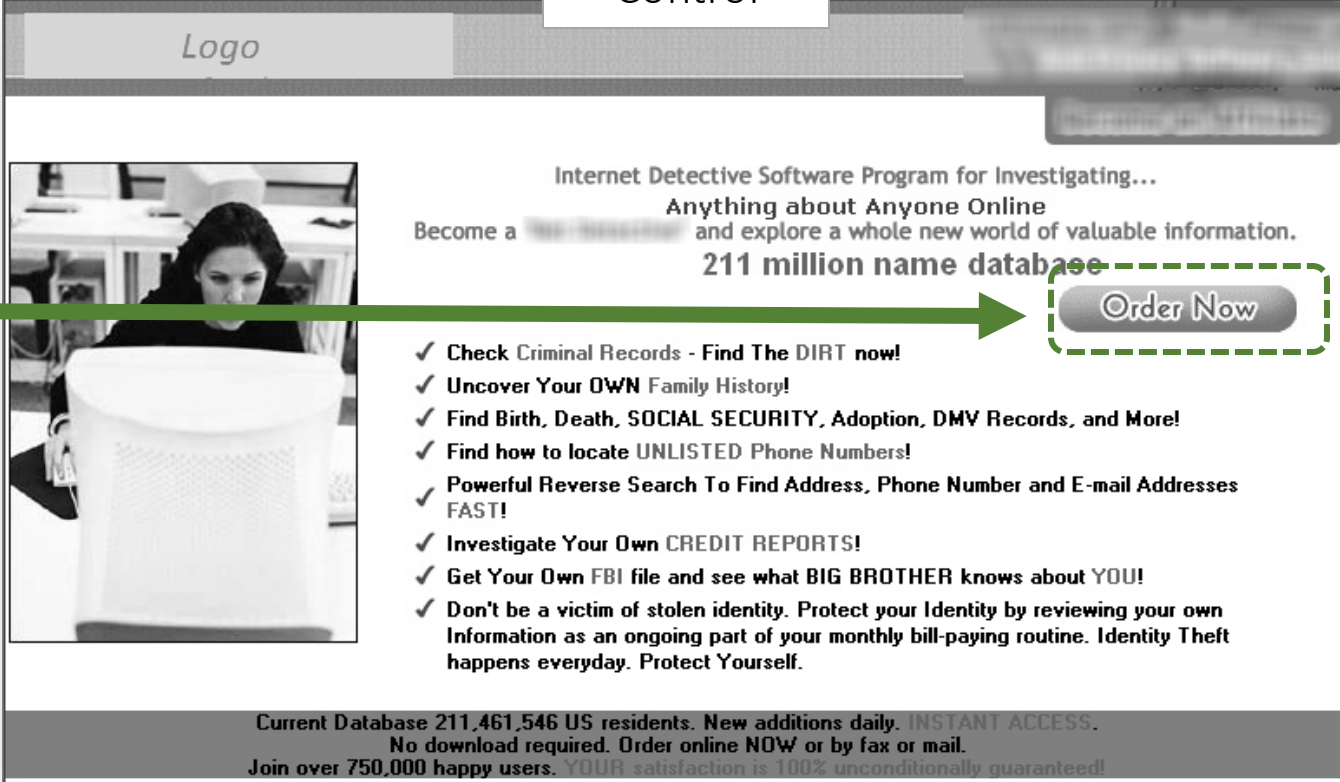✓ **Investigate Your Own** CREDIT REPORTS!
✓ **Get Your Own** FBI **file and see what BIG BROTHER knows about** YOU!
✓ **Don't be a victim of stolen identity. Protect your Identity by reviewing your own Information as an ongoing part of your monthly bill-paying routine. Identity Theft happens everyday. Protect Yourself.**

Become A ▓▓▓▓▓▓ **In Just** 2 Steps!

Step 1: Enter Email Address

Continue To Step 2
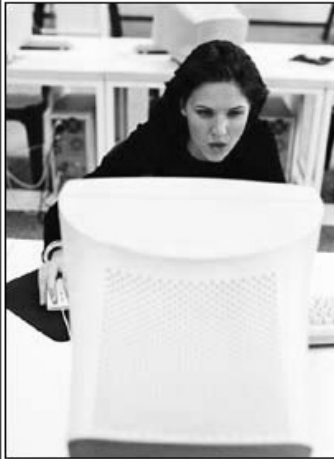
Current Database 211,461,546 US residents. New additions daily. INSTANT ACCESS.
No download required. Order online NOW or by fax or mail.
Join over 750,000 happy users. YOUR satisfaction is 100% unconditionally guaranteed!

Experiment #7: Side by Side

Experiment #7: Results
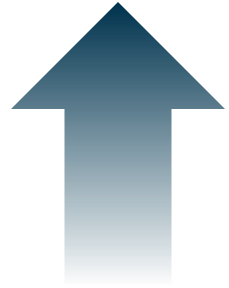
122% Relative Increase in Email Capture

The treatment path increased email captures by 121.80%

Design	KPI	% Rel. Change
Control	6.76%	-
Treatment	14.98%	121.80%

! **What You Need to Understand:** By changing the position of the call-to-action and adding an email capture field, we were able to significantly increase emails and also increase orders by 49%.

Experiment #8

29% increase in conversion for fitness company by removing the cart preview

Experiment #8: Background

Experiment ID: TP1620
Record Location: MECLABS Research Library

Background: The Research Partner is a fitness company that primarily sells fitness training content and gym equipment.

Goal: To increase sales

Primary Research Question: Which checkout process will result in a higher conversion rate?

Approach: A/B multifactor split

Experiment #8: Control

Product Page

Cart Summary

Form

Experiment #8: Treatment

Cart Summary

Product Page

Form

Removed
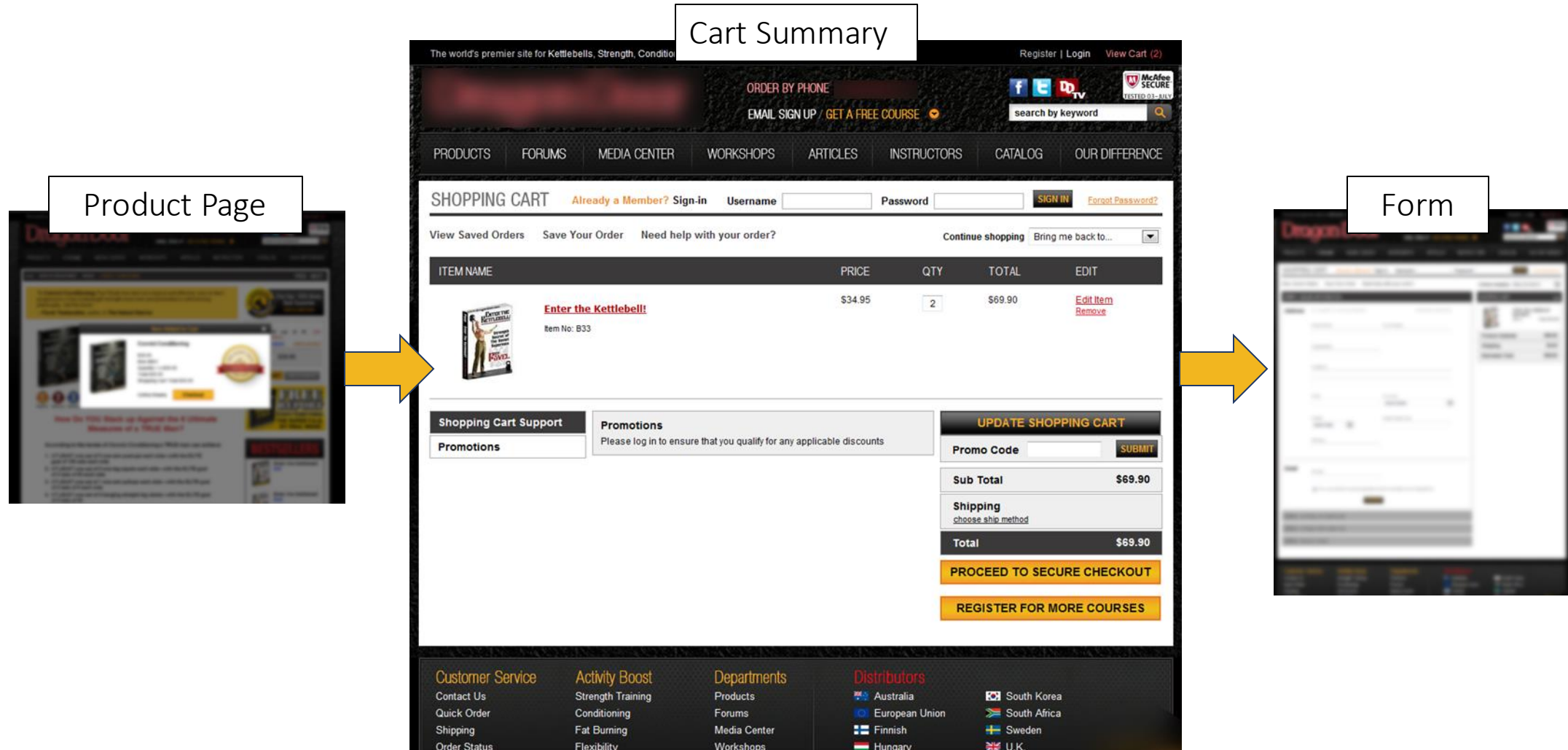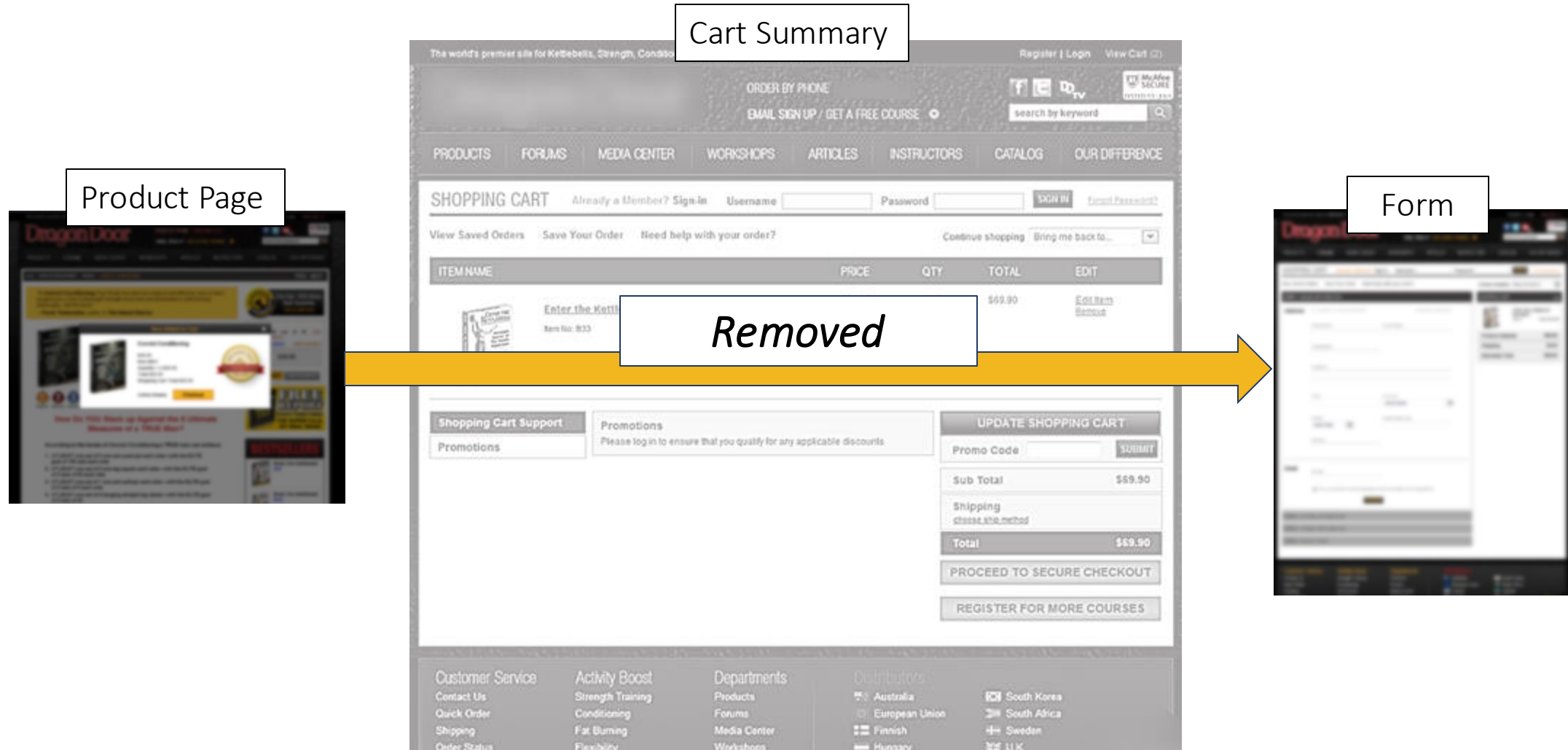
Experiment #8: Results

29% Relative Increase in Conversion
The treatment path increased conversion by 28.60%

Design	KPI	% Rel. Change
Control	27.70%	-
Treatment	35.6%	28.60%

! What You Need to Understand: By removing the unnecessary cart preview page, the treatment increased conversion by 28.60%.

Experiment #9

263% increase in orders for online people-search company by adding the discount incentive

Experiment #9: Background

Experiment ID: TP1000-9
Record Location: MECLABS Research Library

Background: An online people-search company that was losing many orders due to cart abandonment. We wanted to find a way to recover as many of these orders as possible with a minimum incremental marketing spend.

Goal: To recover partially completed but abandoned orders through a sequence of cart recovery emails

Primary Research Question: Which cart recovery sequence and offer will generate the most sales?

Approach: A/B split test (variable cluster)

Experiment #9: Control

Hello:

We are not sure if you received our previous email, but this is our last attempt to contact you.

Several days ago, you started to order [Product] from [Website.net]. Somehow, you were unable to complete the form.

Was the problem on our end or on yours? Is there any way we can help?

There are two ways to complete your order in just two minutes or less:

1. Use this link to visit our ONE-page, EASY ORDER FORM:

   [LINK]

2. Call (Toll Free) 800-555-5555. We are standing by to answer your questions.

   [LINK]

If you do not love this software we will give you a complete refund, no questions asked.

Please let us know if there is any other way we can help.

Thanks,

[Company]
Customer Service

P.S. If you do not respond to this email, we will remove your information from our servers. There is no need to unsubscribe.

If you want your name removed from our files, just send a blank email to this link: [LINK]

Experiment #9: Treatment

Treatment

Hello:

We are not sure if you received our previous email, but this is our last attempt to contact you.

Several days ago, you started to order [Product] from [Website.net]. Somehow, you were unable to complete the form.

Is there any way we can help?

We apologize for any difficulty you may have had with our ordering system. Our customer service manager has approved a special price of $19.95 if you would like to give us one more chance.

There are two ways to complete your order for the discounted rate.

PLEASE NOTE: You can only receive the discounted rate with the email address you used in Step 1 of [Product Purchase Process].

1. Use this link to visit our ONE-page, EASY ORDER FORM:
   https://www.website.net/cgi-bin/startorder.cgi?pid=ND&tid=MEC3&sid=name

2. Call XXX-736-3881. We are standing by to answer your questions. Please give our customer service specialist your email address to verify the discounted rate.

   ++ [Product] is backed by our 90-day unconditional Money Back Guarantee.

Please let us know if there is any other way we can help.

Thanks,

[Company]
Customer Service

P.S. If you do not respond to this email, we will remove your information from our servers. There is no need to unsubscribe.

If you want your name removed from our files, follow the link below: [LINK]

Experiment #9: Results

263% Relative Increase in Order Rate

The treatment path increased conversion by 263.20%

Design	KPI	% Rel. Change
Control	.19%	-
Treatment	.69%	263.20%

! **What You Need to Understand:** By adding the discount incentive, the treatment increased order rates by 263.20% and total revenue per email by 133%.

Experiment #10

25% increase in email open rate for organic meals home delivery service by including relevant information about the reduced minimum order

Experiment #10: Background

Experiment ID: CS771
Record Location: MarketingSherpa Research Library

Background: This company offers prepackaged organic meals delivered to your home. They believed that the order minimum was hurting repeat sales. They began a promotion that reduced the minimum order. An email was developed to inform previous customers of this new order option.

Goal: To get recipients to open the email

Research Question: Which subject line will receive the higher open rate?

Approach: A/B single-factorial split test

Experiment #10: Version A/B

Version A   [Company Name]: A New Way To Order

Version B   [Company Name]: Now only 2-meal minimum order

Experiment #10: Results
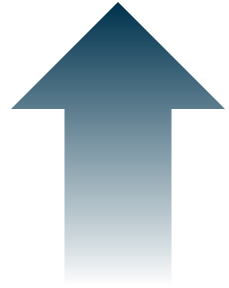
25% Relative Increase in Open Rate

Version B outperformed version A by a relative difference of 25.30%

Design	KPI	% Rel. Change
Version A	35.20%	-
Version B	44.10%	25.30%

! What You Need to Understand: By including relevant information about the reduced minimum order, prospects opened the treatment email at a relative rate 25.30% higher than the control.

Experiment #11

26% decrease in open rate, but 60% increase in conversion for large online florist by using offer-oriented subject line in Thank You email

Experiment #11: Background

Experiment ID: TP2033
Record Location: MECLABS Research Library

Background: Large florist with a strong online presence seeking to increase the effectiveness of a "thank you" email campaign to previous customers

Goal: To increase the rate of return business from customers who made recent purchases.

Research Question: Which email subject line will result in the greatest volume of return business?

Approach: A/B single-factorial split test of the subject line

Experiment #11: Control

Control: Subject Line #1

Thank You For Making Us Your Florist Of Choice

"Thank You For Making Us Your Florist of Choice" stated intention but did not make a clear offer.

Experiment #11: Treatment

Treatment: Subject Line #2

15% Off - Our Way Of Saying Thank You
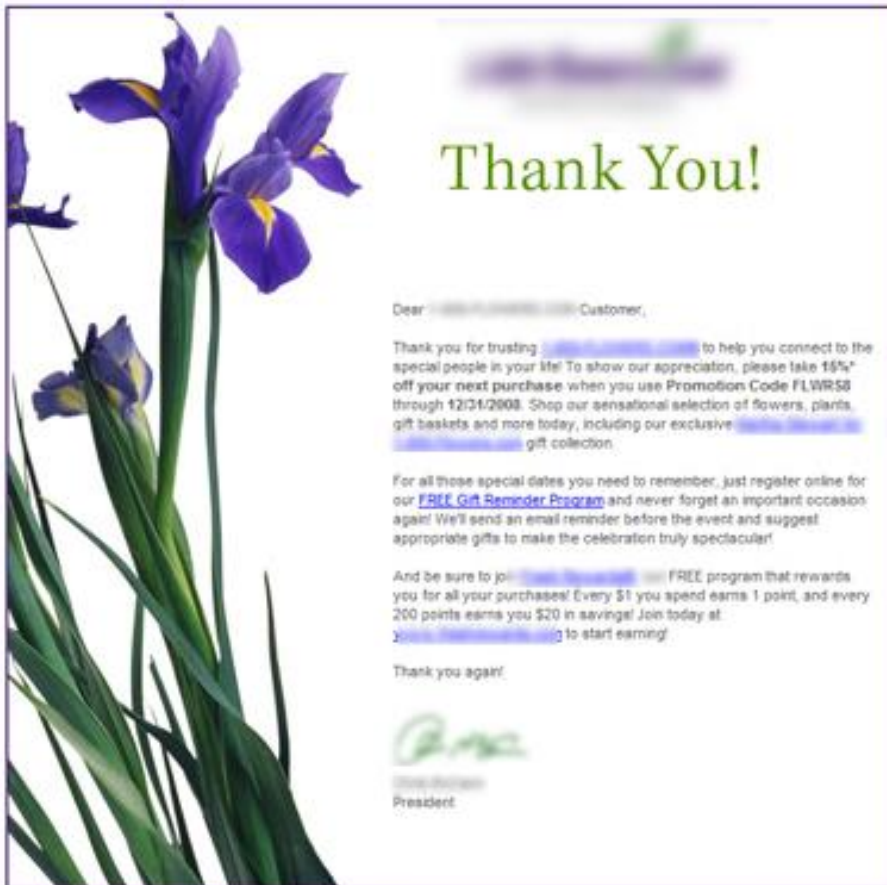
"15% Off - Our Way Of Saying Thank You!" stated the purpose and offer of the email message.

The email graphics and body copy were identical to the control.

Experiment #11: Results
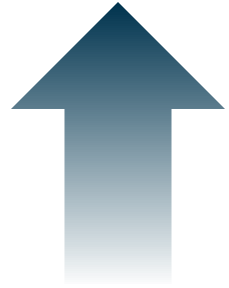
60% Increase in Conversion

The treatment significantly increased conversion by 60.34% and revenues by 56%

Design	Unique Clickthrough	% Rel. Change
Control	10.11%	-
Treatment	16.21%	60.34%

! **What You Need to Understand:** Looking solely at the open rate, one might conclude that the treatment underperformed. However, **when drilling deeper into the metrics**, it's clear that the treatment outperformed the control. This underscores the **importance of understanding the role of metrics in experimentation**.

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Experiment #11: Side by Side

Control

Treatment

Control: Subject Line #1

Thank You For Making Us Your Florist Of Choice

Treatment: Subject Line #2

15% Off - Our Way Of Saying Thank You

Experiment #11: Results

↓ **26%** Decrease in Open Rate

The offer-oriented subject line decreased open rate by 25.7%.

Subject Line	Open Rate
Control	20.12%
Treatment	14.95%
% Relative Change:	**-25.7%**

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Experiment #11: Results

Thank You For Making Us Your Florist Of Choice Vs. 15% Off - Our Way Of Saying Thank You!			
	Control	**Treatment**	**Relative Differences**
Sent	11,222	11,258	
Unique Open Rate	20.12%	14.95%	-25.70%
Unique CTR	**10.11%**	**16.21%**	**60.34%**
CR (% of U Clicks)	13.64%	19.39%	42.16%
Response Rate	0.28%	0.47%	67.86%
Transactions	28	54	92.86%
Amount	**$4,717.00**	**$7,367.00**	**56.18%**
AOV	$168.46	$136.43	-19.02%
Revenue (per msg sent)	$0.42	$0.65	55.68%

A deeper analysis of the metrics revealed that despite a significantly lower open rate, the treatment generated a **60% higher clickthrough rate** and resulted in a **56% boost in revenue.**

Experiment #12

58% increase in conversions for automotive repair company by reducing friction

Experiment #12: Background

Location: MarketingExperiments Research Library
Test Protocol Number: TP1429

Background: The company is a leading automotive head gasket repair solution.

Goal: To increase total orders on cart page

Primary Research Question: Which landing page/cart will result in a higher conversion rate?

Approach: Radical redesign of cart page through a variable cluster A/B split test.

Experiment #12: Control
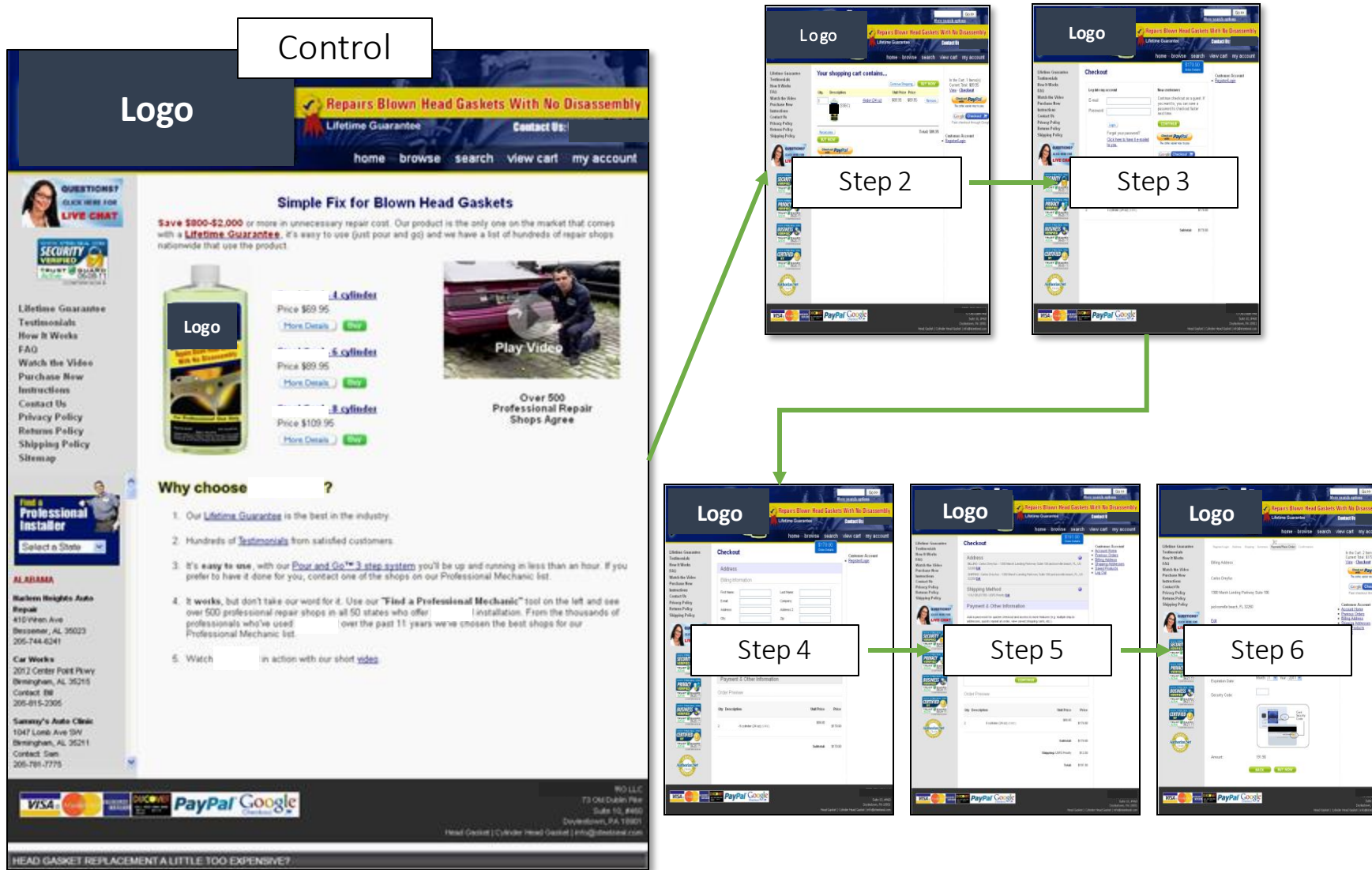
Experiment #12: Treatment

Experiment #12: Side by Side

Experiment #12: Results

58% Relative Increase in Conversions

The treatment generated 58.1% more conversions than the control.

Versions	KPI	% Rel. Change
Control	2.1%	-
Treatment	**3.3%**	**58.1%**

! **What You Need to Understand:** The reduction of friction throughout the process coupled with the single call-to-action led to a 58.1% relative increase in conversion rate.

Experiment #13

14% increase in cart completions for travel agency by optimizing cart page with call-in data

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Experiment #13: Background

Location: MarketingExperiments Research Library
Test Protocol Number: TP1368

Background: B2C company offering package vacations. In this test we focused on improving the checkout process.

Goal: To increase cart completions

Primary research question: Which cart page will generate the highest completion rate?

Approach: A/B split test (variable cluster)

Experiment #13: Control

Experiment #13: Control

Bottom of page

Experiment #13: Treatment

Experiment #13: Treatment

Experiment #13: Side by Side

Control

Treatment

Experiment #13: Phone Numbers
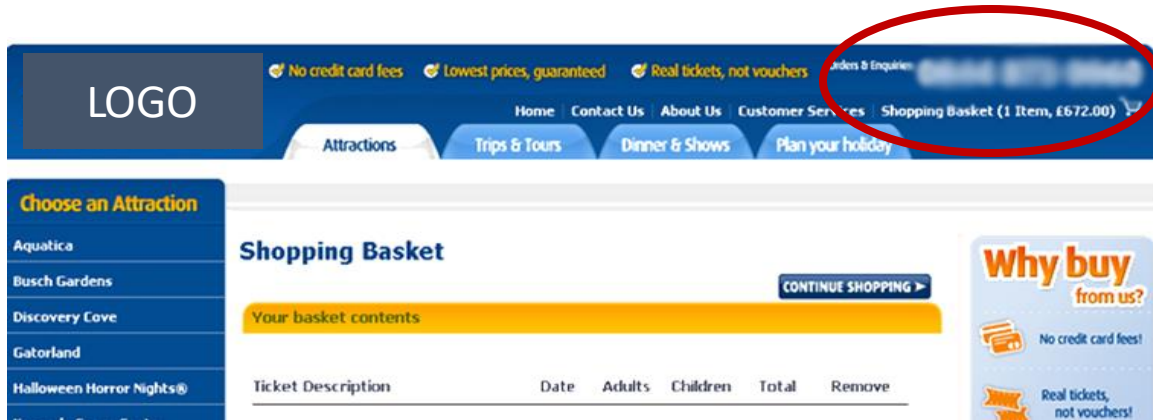
- It is important to note that each of the designs incorporated a phone number that users could call to place an order.

- Conversion tracked through the phone call would make a difference in the results of this test.

Experiment #13: Results
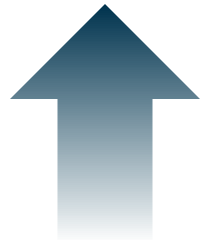
14% Relative Increase in Conversions

Without call-in center data, the treatment generated 13.83% more conversions.

Versions	KPI	% Rel. Change
Control	18.73%	-
Treatment	**21.32%**	**13.83%**
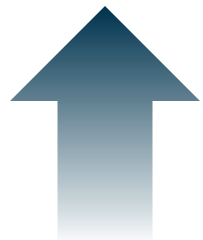
6% Relative Increase in Conversions

With call-in center data, the treatment generated 6.25% more conversions.

Versions	KPI	% Rel. Change
Control	22.63%	-
Treatment	**24.04%**	**6.25%**

Experiment #14

43% increase in online purchases for direct-to-consumer printing brand by changing path

Experiment #14: Background

Case Study: Custom Direct/GigglePrint
Location: MarketingSherpa Research Library
Case Study Number: CS31053

Background: GigglePrint is the direct-to-consumer printing brand of Custom Direct, offering custom printed products.

Goal: To increase online purchases

Experiment #14: Funnel Analysis

Shopping Cart Funnel

Enter
Cart

Cross Sell
Page

Payment

Login or
Create
Account

Shipping

Final
Preview
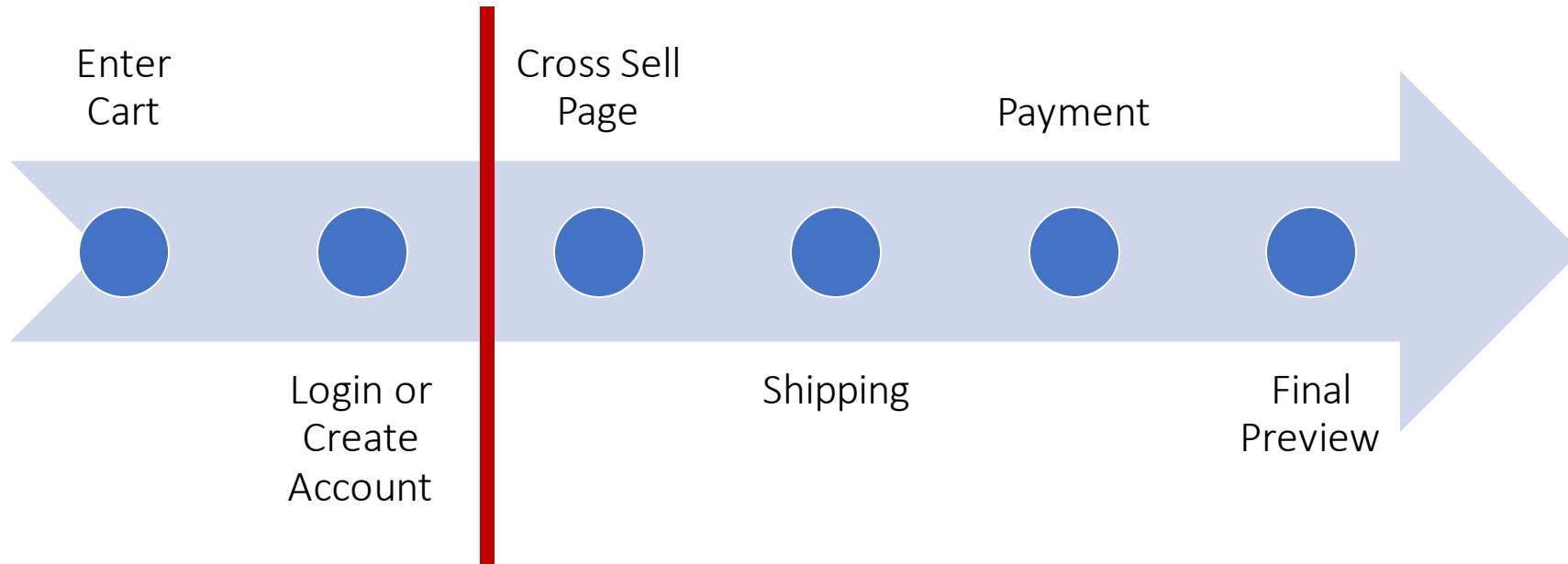
When analyzing the data, they discovered that 51.63% of all the traffic was bouncing from the shopping cart to the homepage. *Why were all these highly motivated customers bouncing?*

Experiment #14: Problem

Registration Page

Home Page

New Customers

Returning Customers

Cross-sell Page
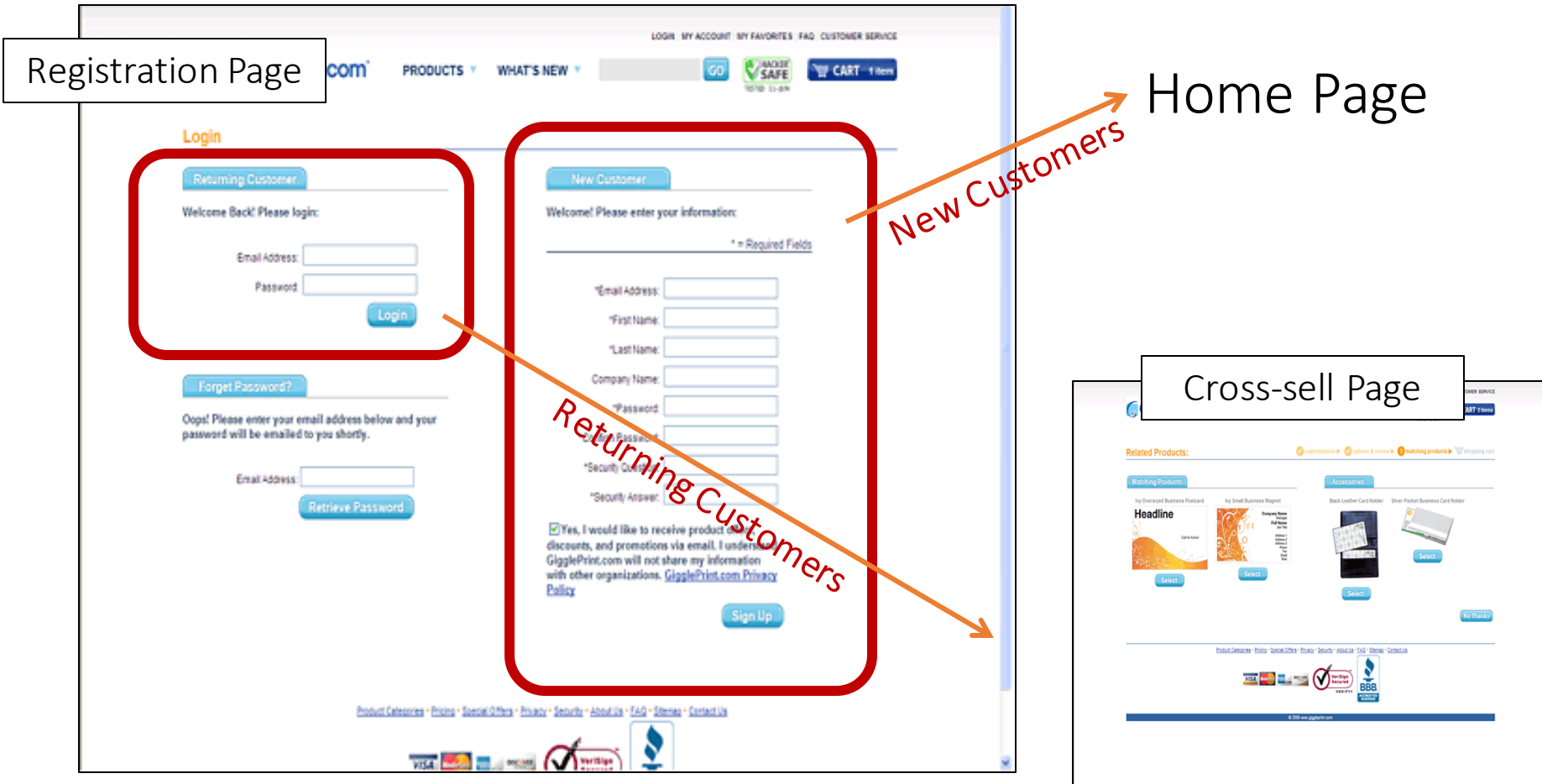
Experiment #14: Solution

Registration Page

Home Page

Cross-sell Page

New Customers

Returning Customers

Experiment #14: Results
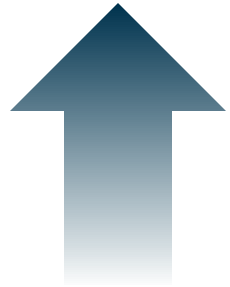
43% Increase in Total Sales

The new path also generated 6.5% more browsing from new visitors.

Enter
Cart

Cross
Sell Page

Payment

Login or
Create
Account

Shipping

Final
Preview

Now, only 17.4% exit to the
homepage instead of 51.6%
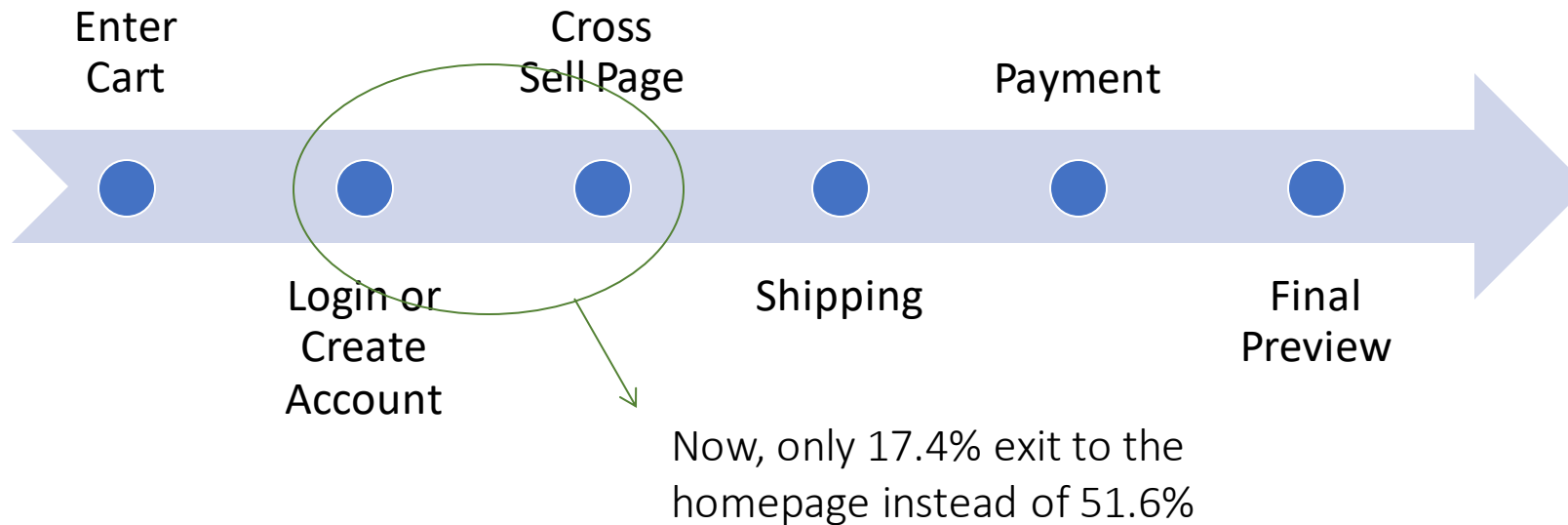
Experiment #15

40% increase in clickthrough rate for medical provider by adding "Symptoms" to both header and description

Experiment #15: Background

Location: MarketingExperiments Research Library
Test Protocol Number: TP4068

Background: Medical provider specializing in treating chronic pain

Goal: To plan a content marketing strategy based on which approach generates more appeal in condition-based searchers

Primary Research Question: Which content approach will achieve a higher clickthrough rate?

Approach: A/B Multifactor Split Test

Experiment #15: Control

Based on what we learned from the previous content approach test, if we use a symptom content approach while matching the control's specificity to each ad group, we can achieve a higher click-through rate.

Experiment #15: Treatment

If Treatment 1 wins, we will learn that the symptom content approach is most effective only when used in the headline.

Keyword 1 Symptoms
Read about our XX-minute treatment
For keyword pain relief.
[Display URL]/keyword

Keyword 2 Symptoms
Keyword 2? You Have Options.
Ask Our Experts About [Procedure™].
[Display URL]

Keyword 3 Symptoms
Relieve [keyword] Pain with
Our Unrivaled XX-Minute Procedure.
[Display URL]/keyword

Keyword 4 Symptoms
New xx-Minute Procedure, Reclaim
Your Life From [keyword] Pain.
[Display URL]/keyword

Keyword 5 Symtpoms
Read about our XX-minute treatment
for total freedom from [keyword] pain!
[Display URL]

Experiment #15: Treatment

If Treatment 2 wins, we will learn that the symptom content approach is most effective when used in the description and when the description is specific to the ad group.

Experiment #15: Treatment

If Treatment 3 wins, we will learn that the symptom content approach is most effective when used in BOTH the headline and description, and when the description is specific to the ad group.

Treatment 3 Ads

Keyword 1 Symptoms
Read about our xx-minute treatment for keyword pain relief.
[Display URL]/keyword

Keyword 2 Symptoms
Read about keyword Symptoms and see how our experts can help!
[Display URL]

Keyword 3 Symptoms
Read about keyword Symptoms and see how our experts can help!
[Display URL]/ /keyword

Keyword 3 Symptoms
Read about keyword Symptoms and see how our experts can help!
[Display URL]/ /keyword

Keyword 4 Symptoms
Read about keyword Symptoms and see how our experts can help!
[Display URL]

Experiment #15: Results
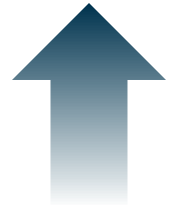
40% Relative Increase in Clickthrough

Adding "Symptoms" to BOTH headline and description produced a 40% increase

Version	KPI	Relative Difference
Specialty Pain Resources	.28%	-
Treatment Options	.26%	
Causes and Solutions	.21%	
Symptoms	**.39%**	**40%**

! **What You Need to Understand:** Applying insight from the previous tests and inserting "Symptoms" into both the headline and description created more successful treatments across all ad groups.

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Experiment #16

40% increase in revenue per order for health drink seller by clarifying value proposition in the copy

Experiment #16: Background

Location: MarketingExperiments Research Library
Test Protocol Number: *TP1798*

Background: A single-product company that sells high quality, all-natural, powdered health drinks

Goal: To provide clarity of value in an effort to better match prospect motivation and increase the CR of the prospects reaching the AG homepage

Primary Research Question: Which of the following pages will produce the highest conversion rate?

Approach: A/B Multi-factorial Split Test

Experiment #16: Control

Experiment #16: Treatment

Experiment #16: Side by Side

Experiment #16: Results

40% Increase in Revenues Per Order

The treatment generated an overall 34% increase in the conversion rate.

Design	KPI	% Rel. Change
Control	3.3%	-
Treatment	4.4%	33.77%

! What You Need to Understand: By better expressing the value proposition through the copy and limiting imagery distractions, the treatment homepage not only increased conversion by 33.77%, but also increased overall revenue per order by 39.95% at a 97% level of statistical confidence.

Experiment #17

56% increase in revenue per order for precious metals exchange business by adding security seals and testimonials, and removing unnecessary form fields

Experiment #17: Background

📄 **Location:** MarketingExperiments Research Library
Test Protocol Number: TP1267

Background: A place where investors can purchase gold, silver, platinum and palladium for their portfolios.

Goal: Goal of the experiment was to increase registration rate and revenue per visitor

Primary Research Question: Which of the following pages will produce the highest registration rate?

Approach: A/B Split

Experiment #17: Control

- There are over 15 form fields and many are unnecessary.

- The navigation on the registration page is potentially distracting users from completing the desired task.

- Overall, there is a lack of third party credibility indicators to alleviate anxiety.

Experiment #17: Treatment

- Reduces the number of form fields to those absolutely necessary

- Navigation bar has been removed

- Security seals and testimonials added

- Button copy enforces security

114

Experiment #17: Side by Side

Control

Treatment

115

Experiment #17: Results

56% Increase in Revenue per Order

The treatment generated 56.16% higher revenue per order than the Control.

Design	Revenue/Order	% Rel. Change
Control	$10,716.55*	-
Treatment	$16,734.96	56.16%

Numbers have been anonymized for the protection of research partner

! **What You Need to Understand:** Adding security seals and testimonials reduced anxiety and removing unnecessary form fields reduced friction to increase the money each customer was willing to spend.

Experiment #18

18% increase in rate of conversion for ecommerce text book site by sequencing the cart and justifying each action the customer is required to take

Experiment #18: Background

Experiment ID: TP1434
Record Location: MECLABS Research Library

Background: An ecommerce site selling text books to professors in academic institutions

Goal: To increase text book purchases

Primary Research Question: Which treatment will generate the highest conversion rate for new and existing users?

Approach: A/B/C Split Test

Experiment #18: Control

Control Cart – Step #1

Check Out

> e-mail address   > shipping info   > order review   > confirmation

Instructors: Download PDFs, order print supplements, and access all your student and instructor resources with an Instructor Account. You do need an instructor account to access your instructor resources; this can take up to 48 hours to verify. Log in to your account or sign up now to [ ] of your Bedford/St. Martin's, W.H. Freeman & Worth Publishers!

1. Enter your email address:

Valid email address required: [   ]

2. Do you have an account?

◉ Yes, my password is [   ]

○ I'm not sure. Can you check for me?

○ No, I don't have an account. Sign me up.

○ Check out as a guest.

*Have you requested examination copies from us on the Web? Do you have instructor access to one of our Companion Web sites? ... You may already be signed up with us. Try your password or have us check for you.

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Experiment #18: Control

Control Cart – Step #2

Experiment #18: Control

Control Cart – Step #3

Control Cart – Step #4

Experiment #18: Treatment

Treatment – Step #1

Notice the copy:

- "… complete registration so that we can verify your instructor status …"

- "Once you have completed registration, you will be able to quickly request exam copies …"

Experiment #18: Treatment

Treatment – Step #2

Notice the copy:

- "Locate the school where you teach…find your department…"

- "Once verified, we will automatically ship your exam copy to this address…"

Experiment #18: Treatment

Treatment – Step #3

Notice the copy:

- "This information helps our publishing program."

- "Confirm Your Order"

Experiment #18: Treatment

Treatment – Step #4

Instructor Bookbag Registration

1. About You > 2. Your School > 3. Your Course > 4. Review Your Order > 5. Order Confirmation

Please take a moment to review your order and make sure that all of the information that has been entered is correct. If any of the information is incorrect, click the "edit" button to make changes to your information before you complete your order.

Review Your Order Information:

Requested Samples:

1. Ethics for Modern Life, Sixth Edition

Sample(s) Will Be Sent To:

Test testuno
Jacksonville State University
Academic Center for Excel
700 Pelham Rd N
Jacksonville, AL, 362651623, US2
> this address cannot be edited

Add a new address

Send My Samples

Privacy Notice | Terms Of Use

Notice the copy:

- "… to make sure all of the information that has been entered is correct …"

- "Send My Samples …"

125

Experiment #18: Results

19% Relative Increase in Conversion

The treatment cart flow increased generated an 18.6% increase in conversion.

Design	KPI	% Rel. Change
Control	33.74%	-
Treatment	40.02%	18.6%

! **What You Need to Understand:** By sequencing the cart and justifying each action the customer is required to take, the treatment cart process increased the rate of conversion by 18.6%.

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Experiment #19

3x the projected revenue by increasing email frequency

Experiment #19: Background

Estimated Monthly Revenue vs. Email Send Frequency
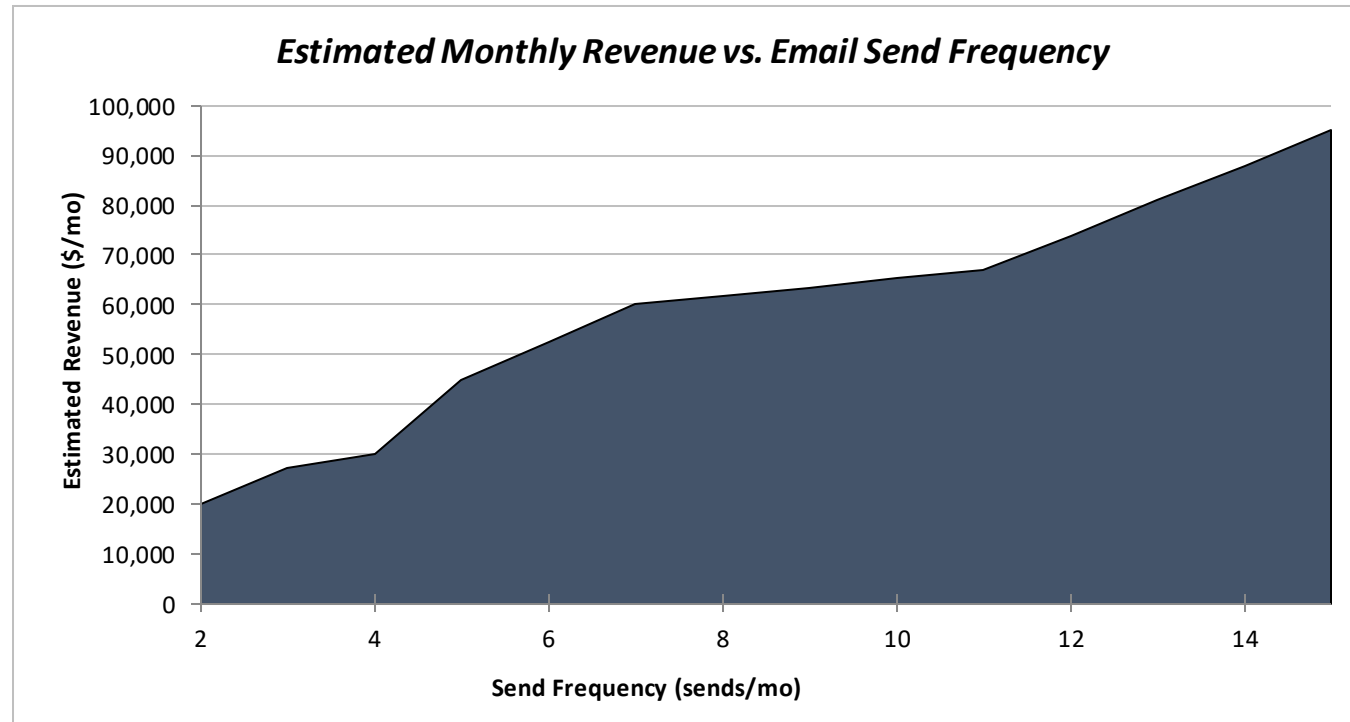
Projected monthly revenue rose consistently with increasing send frequency and the amount of sends did not have a significant impact on the overall rate of transaction.

Experiment #19: Background

Average No. Unsubs Per Month at Each Send Frequency
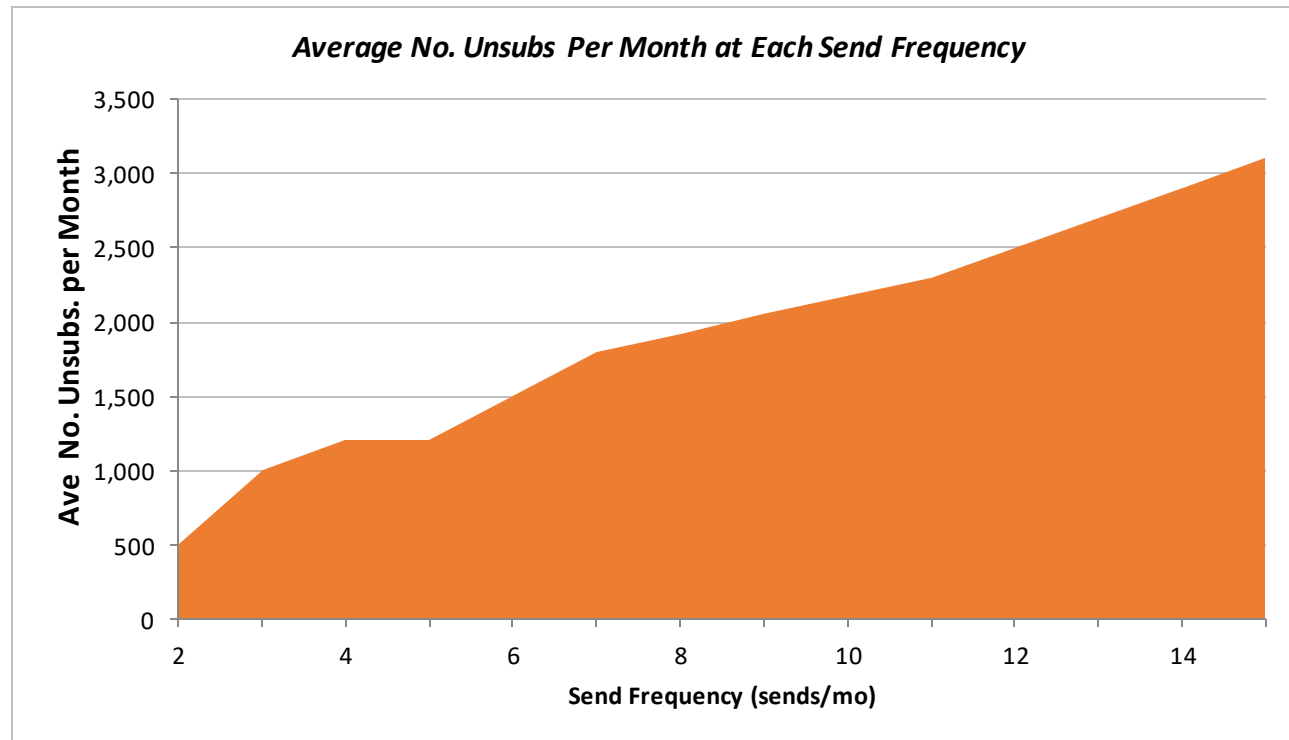
Though projected unsubscribes rise with more sends …

Experiment #19: Background
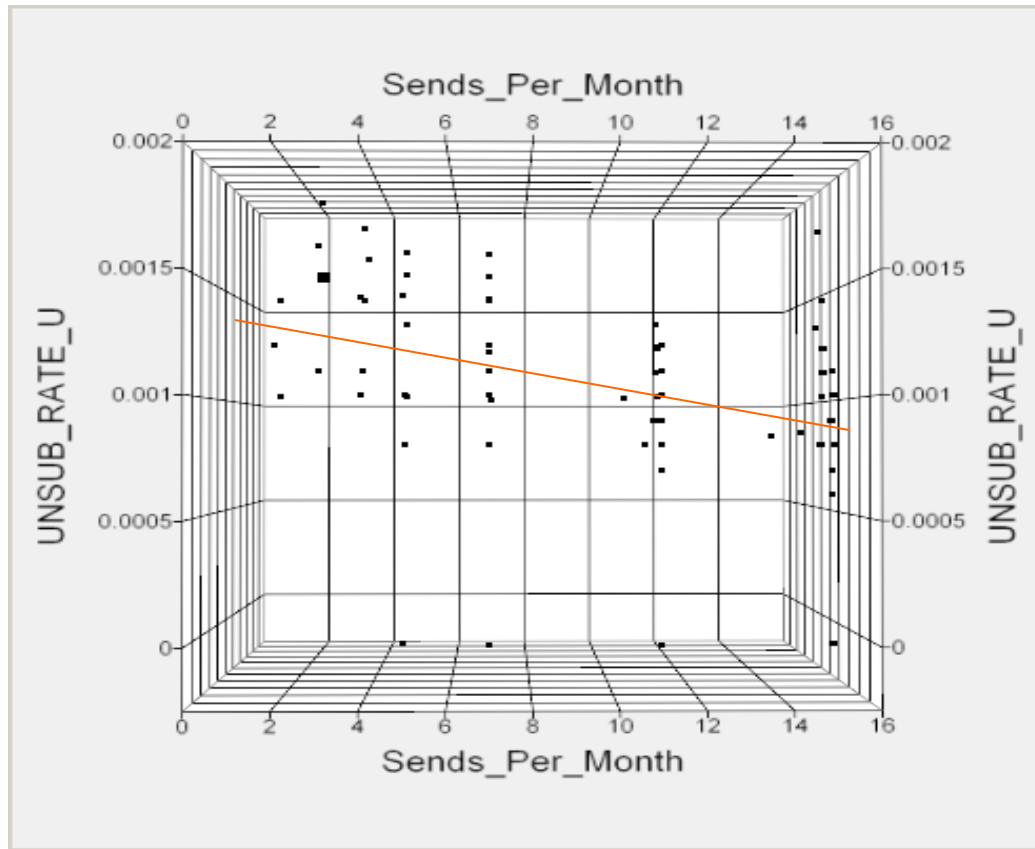
- …the unsubscribe rate on a per-message basis does not rise significantly.

- This does <u>not</u> suggest a greater level of irritation, but rather simply more unsubscribe opportunities offered at higher frequencies.

Experiment #19: Background
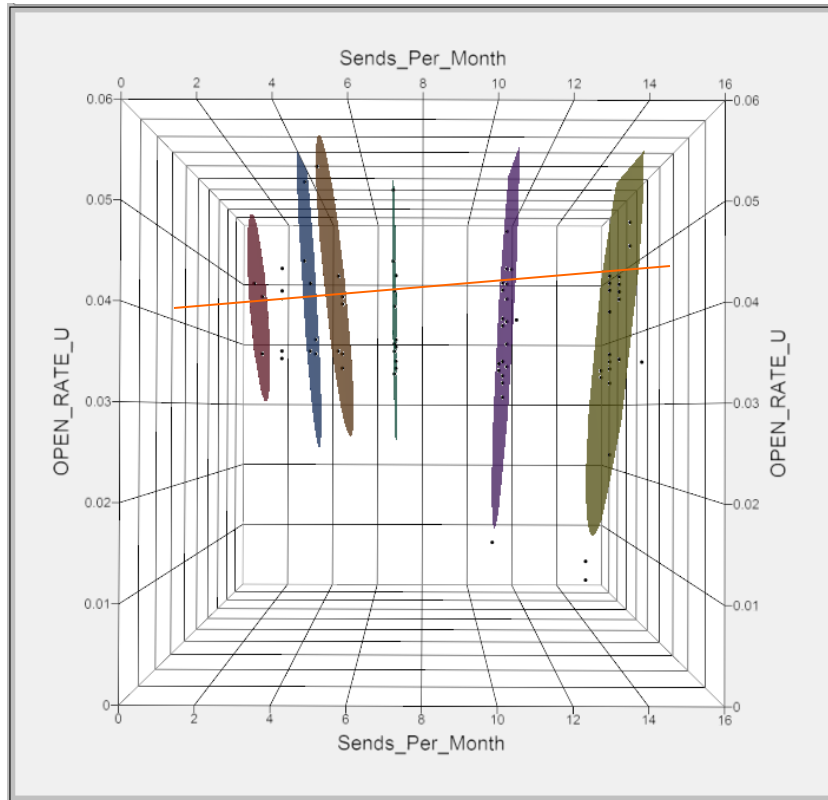
- Open rate also does not appear to be significantly influenced by send frequency within the range of frequencies tested.

- There is no significant correlation evident between send frequency and open rate.

Experiment #19: Results
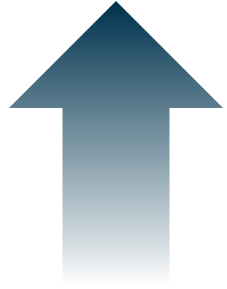
3x Increase in Projected Monthly Revenue

Increasing email frequency yields three times the projected revenue

Estimated Monthly Revenue vs. Email Send Frequency

Estimated Revenue ($/mo) vs. Send Frequency (sends/mo)

Sends_Per_Month vs. UNSUB_RATE_U
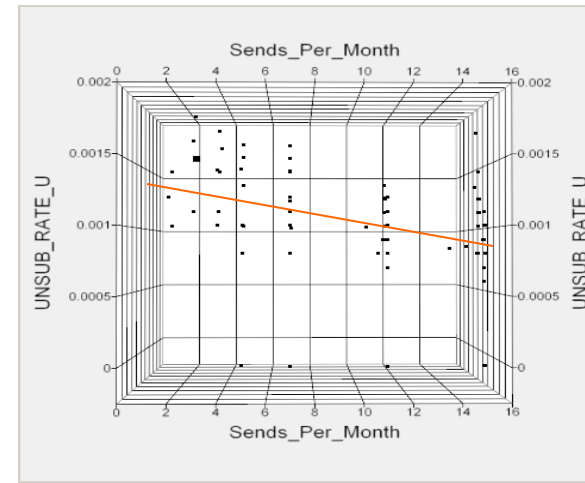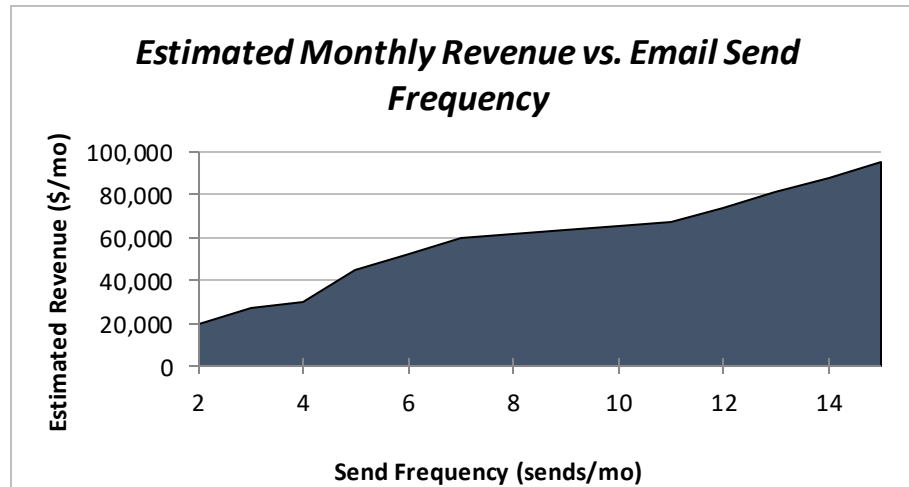
! **What You Need to Understand:** This company is losing three times its revenue by sending email only once a week instead of every other day. More frequent email sends won't increase unsubscribes or decrease open rates.

Experiment #20

20% relative increase in order rate for company offering training tools for professional-grade strength & conditioning

Experiment #20: Background

Experiment ID: TP1665
Record Location: MECLABS Research Library

Background: A company offering training tools for professional-grade strength and conditioning

Goal: To increase orders from the website

**Research Question:** Which category page will generate the highest order rate?

Test Design: A/B variable cluster test

Experiment #20: Category Page A
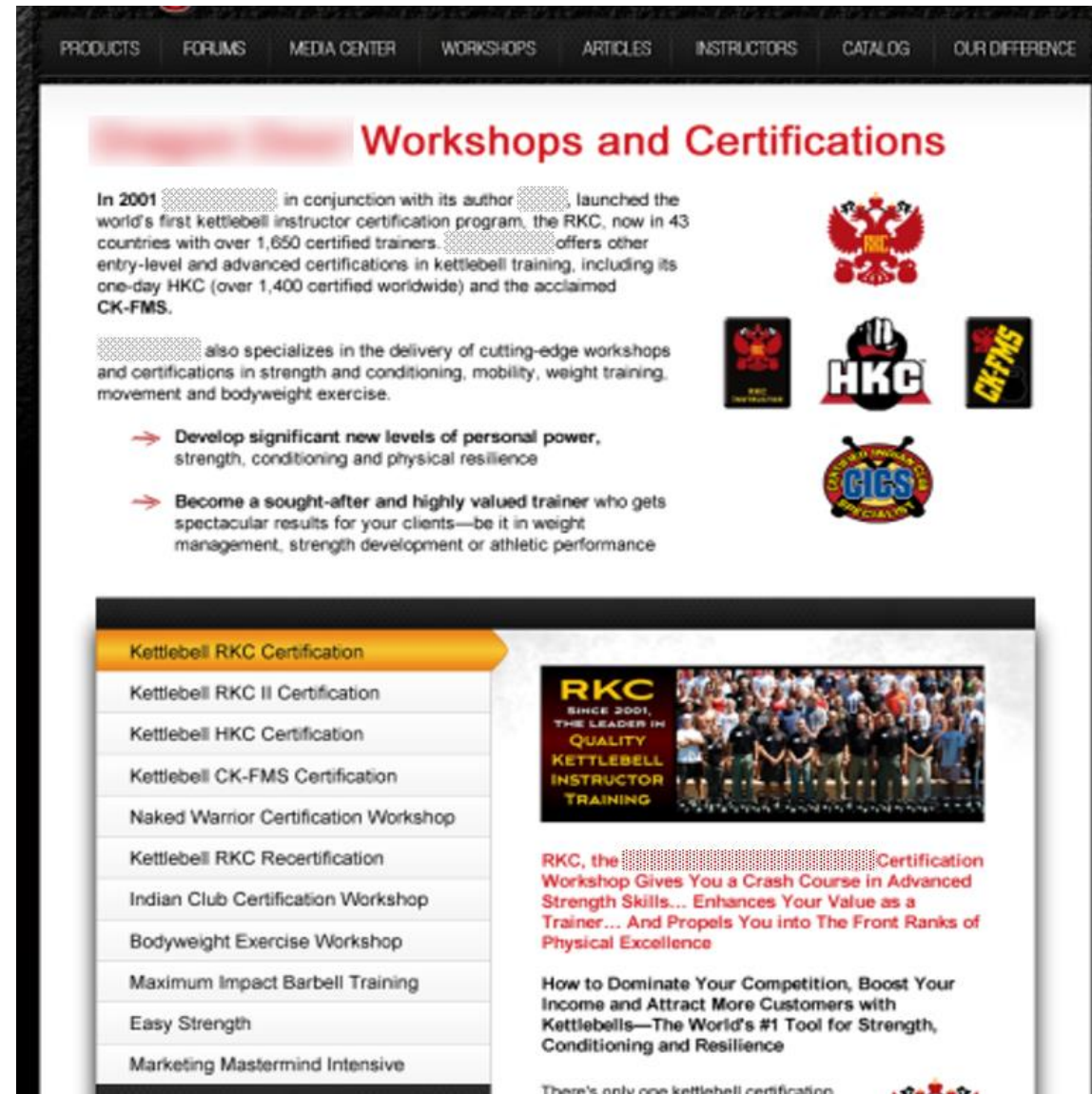
Experiment #20: Category Page B
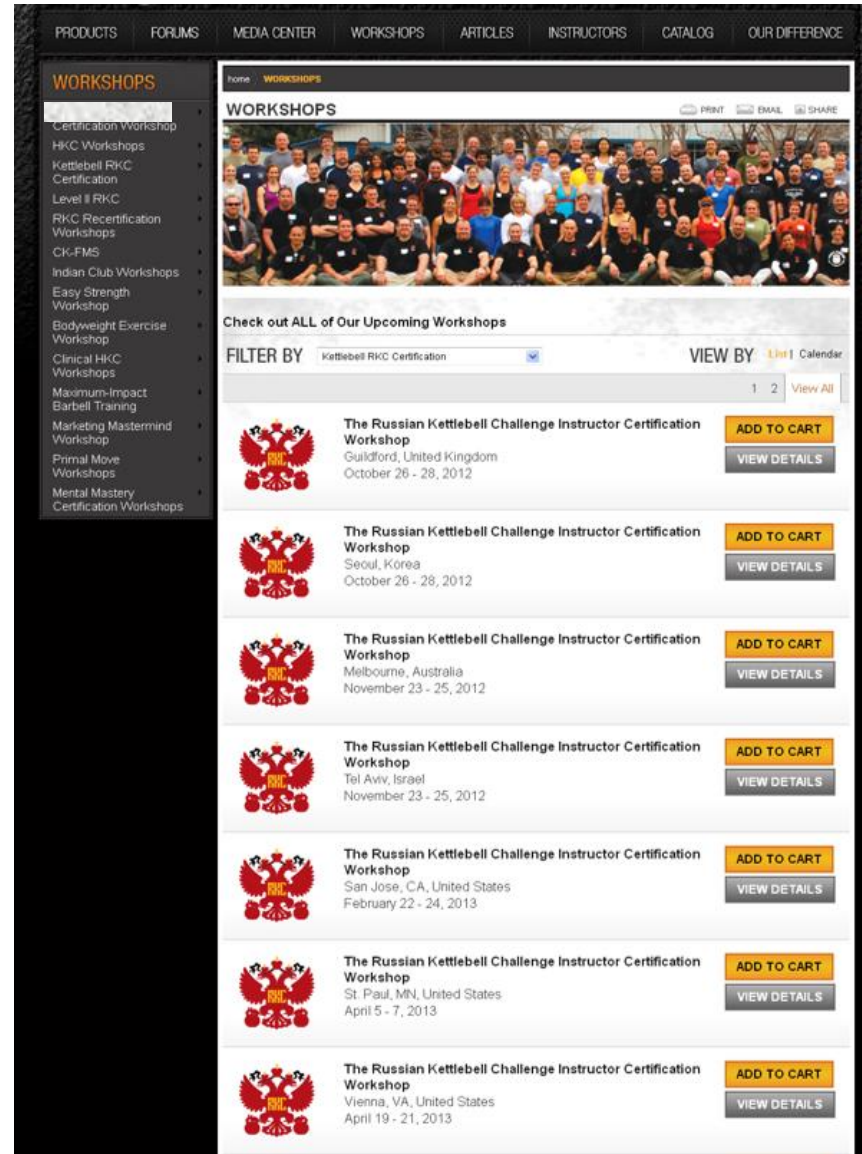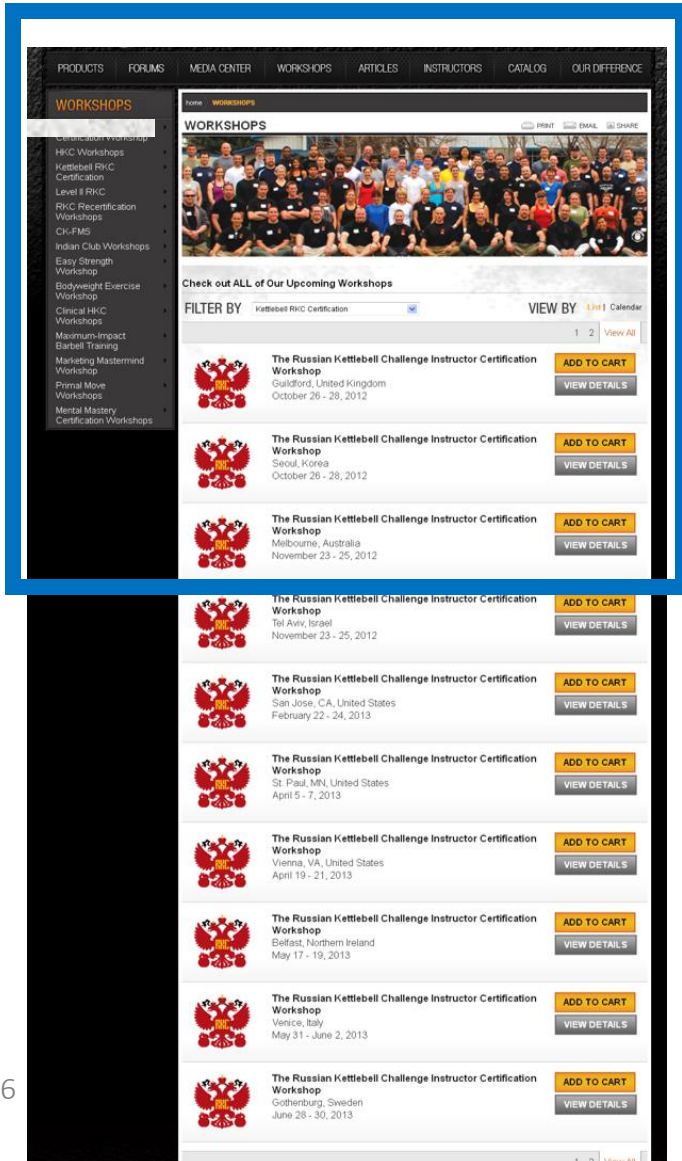
Experiment #20: Side by Side

Version A

Version B

137

Experiment #20: Results

20% Relative Increase in Order Rate
Category template A increased visit order rate by 19.9%.

Version	Conversion Rate	% Rel. Change
Version A	1.67%	19.9%
Version B	1.37%	-

What You Need to Understand: Removing the copy and moving the customer straight into course selection better matched motivation and increased orders by 19%.

Experiment #21

13% relative increase in clickthrough rate for fitness company by changing call-to-action, and 61% increase in purchases by changing elements on category page

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Experiment #21: Background

Experiment ID: TP1631
Record Location: MECLABS Research Library

Background: A company offering training tools for professional-grade strength and conditioning

Goal: To increase orders from the website

Research Question: Which category page will generate the highest order rate?

Test Design: A/B variable cluster test

Experiment #21: Category Page A
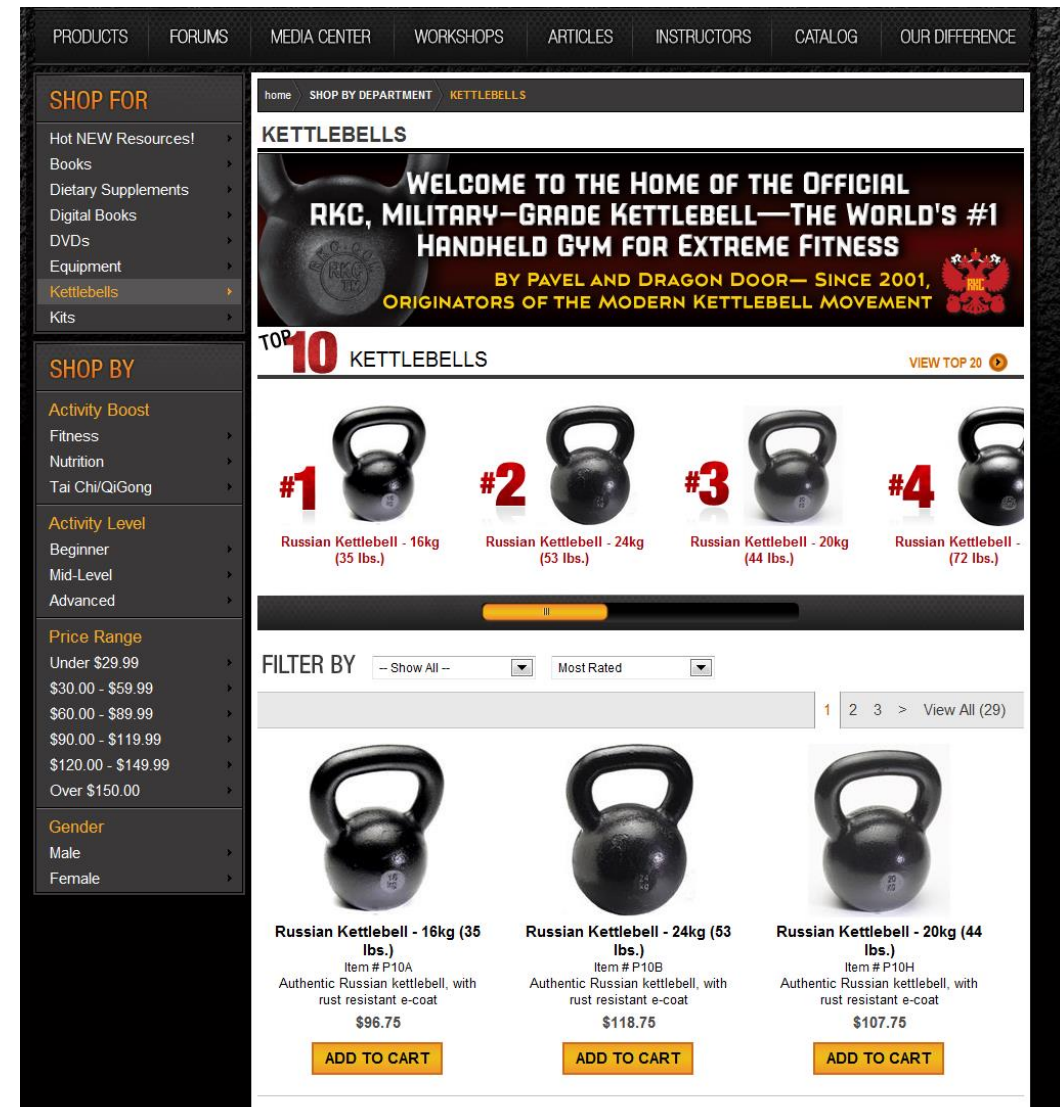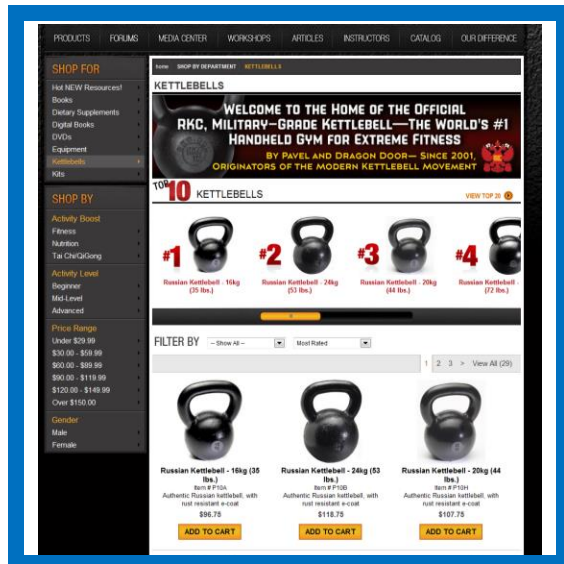
Experiment #21: Category Page B
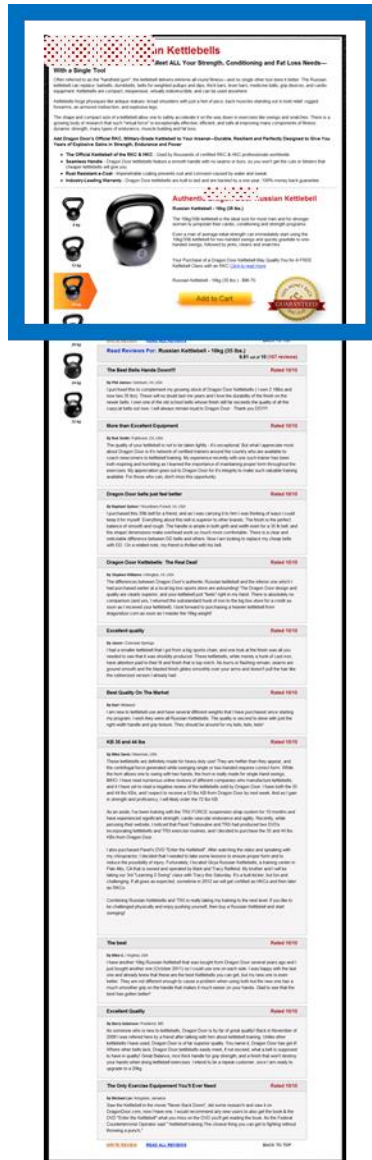
Russian Kettlebells

Kettlebells: The World's #1 Way to Meet ALL Your Strength, Conditioning and Fat Loss Needs—With a Single Tool

Often referred to as the "handheld gym", the kettlebell delivers extreme all-round fitness—and no single other tool does it better. The Russian kettlebell can replace: barbells, dumbbells, belts for weighted pullups and dips, thick bars, lever bars, medicine balls, grip devices, and cardio equipment. Kettlebells are compact, inexpensive, virtually indestructible, and can be used anywhere.

Kettlebells forge physiques like antique statues: broad shoulders with just a hint of pecs, back muscles standing out in bold relief, rugged forearms, an armored midsection, and explosive legs.

The shape and compact size of a kettlebell allow one to safely accelerate it on the way down in exercises like swings and snatches. There is a growing body of research that such "virtual force" is exceptionally effective, efficient, and safe at improving many components of fitness: dynamic strength, many types of endurance, muscle building and fat loss.

Add Dragon Door's Official RKC, Military-Grade Kettlebell to Your Arsenal—Durable, Resilient and Perfectly Designed to Give You Years of Explosive Gains in Strength, Endurance and Power

- **The Official Kettlebell of the RKC & HKC** - Used by thousands of certified RKC & HKC professionals worldwide.
- **Seamless Handle** - Dragon Door kettlebells feature a smooth handle with no seams or burs, so you won't get the cuts or blisters that cheaper kettlebells will give you.
- **Rust Resistant e-Coat** - Impenetrable coating prevents rust and corrosion caused by water and sweat.
- **Industry-Leading Warranty** - Dragon Door kettlebells are built to last and are backed by a one-year, 100% money back guarantee.

Authentic ~~~~~~~~~ Russian Kettlebell

Russian Kettlebell - 16kg (35 lbs.)

The 16kg/35lb kettlebell is the ideal size for most men and for stronger women to jumpstart their cardio, conditioning and strength programs.

Even a man of average initial strength can immediately start using the 16kg/35lb kettlebell for two-handed swings and quickly gravitate to one-handed swings, followed by jerks, cleans and snatches.

Your Purchase of a Dragon Door Kettlebell May Qualify You for A FREE Kettlebell Class with an RKC Click to read more

Russian Kettlebell - 16kg (35 lbs.) - $96.75

Add to Cart

8 kg
12 kg
16 kg

100% MONEY BACK GUARANTEED ONE-YEAR

142

Experiment #21: Side by Side

Experiment #21: Results

61% Relative Increase in Purchases

The new category template B increased visit order rate by 61.2%.

Design	Conversion Rate	Relative Difference
Version A	2.78%	-
Version B	4.47%	61.2%

(!) **What You Need to Understand:** Adding value copy to help the customer understand what a Kettlebell is and how it can benefit them increased the value exchange and increased purchases by 61%.

Experiment #22

36% relative increase in sales for auto repair parts company by building the problem on the landing page

Experiment #22: Background

Experiment ID: TP1700
Record Location: MECLABS Research Library

Background: An organization that offers car repair products

Goal: To increase overall product sales

Research Question: Which page copy will generate the highest sales conversion rate?

Test Design: A/B multifactorial test

Experiment #22: Background

A central product page template connected to all channels and visited by all prospects making a purchase
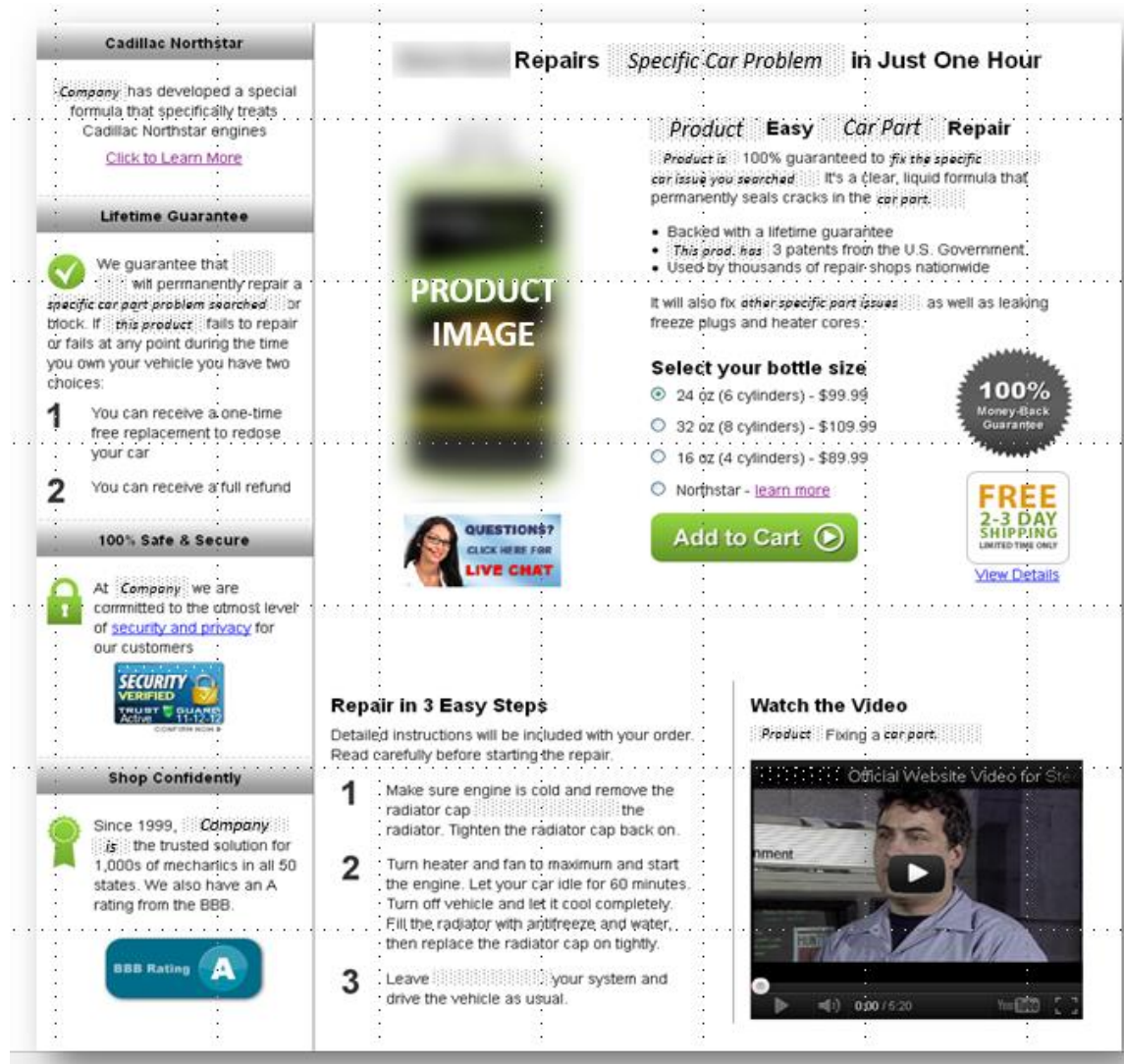
Experiment #22: Treatment

The additional copy was placed at the top of the page.

It focused primarily on building the problem.

Experiment #22: Side by Side

Control

Treatment

Experiment #22: Results

36% Relative Increase in Sales

The new page copy increased product sales by 36.1%

Design	Conversion Rate	Relative Difference
Version A	1.33%	-
Version B	1.81%	36.1%

! **What You Need to Understand:** Adding copy to the top of the page that immediately identified the customer's problem and how the product would fix it increased the value exchange and increased sales by 36%.

Experiment #23

$3,000,000+ projected increase in revenue per year for storage space company by making simple changes in the sales funnel

Experiment #23: Background

Experiment ID: TP1758
Record Location: MECLABS Research Library

Background: A company offering competitively priced, easily accessible storage space for residential and commercial customers

Goal: To increase the number of visitors that complete a storage reservation through the website

Research Question: Which checkout page will result in the highest reservation rate?

Test Design: A/B Variable Cluster Split Test

Experiment #23: Version A

Experiment #23: Version B

Experiment #23: Side by Side

Version A

Version B

Experiment #23: Results

9% Relative Increase in Conversion

The treatment increased conversion rate by 9.10%

Design	KPI	% Rel. Change
Version A	17.68%	-
Version B	19.50%	9.10%

! **What You Need to Understand:** While it might seem like a small increase, the addition of a progress bar in the checkout resulted in a projected $3,000,000+ increase in revenue per year.

Experiment #24

36% more total conversions for one-stop vacation planning provider by clarifying the sequence in the checkout process

Experiment #24: Background

Experiment ID: TP 1621
Record Location: MECLABS Research Library

Background: The research partner is a one-stop vacation planning solution that allows users to book vacation rentals, car rentals, and activities.

Goal: To increase final vacation bookings

Primary Research Question: Which page will yield the highest conversion rate from billing information to confirmation?

Approach: A/B variable cluster split test

Experiment #24: Control

Control Cart

- The original cart was broken into two (unclear) steps

- The horizontal flow as well as the blue shading made it difficult for visitors to get a sense for the sequence of the cart.

Experiment #24: Treatment

Treatment Cart

- A simple "step indicator" was added to clearly indicate where a visitor is located in the process

- The treatment also sequenced the two steps vertically.

Experiment #24: Side by Side

Experiment #24: Results

36% Relative Increase in Conversion
The treatment increased conversion rate by 36.10%

Design	KPI	% Rel. Change
Version A	27.40%	-
Version B	37.20%	36.10%

! **What You Need to Understand:** By clarifying the sequence in the checkout process, the treatment generated 36.1% more total conversions than the control.

Experiment #24: Not This, But This...

Protocol ID: TP1621

From this

To this

36% Purchase Rate

Experiment #25

45% more Twitter followers and 31% more Facebook fans for ecommerce clothing site by hosting giveaway contests via social media channels

Experiment #25: Background

Location: MarketingSherpa Research Library
Test Protocol Number: CS31543

Background: B2C ecommerce site offering men's and women's clothing

Goal: To increase engagement and brand awareness among key social media channels

Research questions: What will help grow engagement with our social media channels? How can social media impact sales?

Approach: Giveaway contests via social media channels

Experiment #25: Social Media Campaign

"20 Days of Decent Giveaways"

- For the duration of 20 days, this clothing site hosted multiple giveaway contests via Twitter and Facebook. To enter, one was required to comment or retweet.

- Contest timings were random and entries were only accepted for 30-45 minutes per contest.

- Winners were selected by a random generator.

- The contest was mainly promoted on Facebook and Twitter. There was also a rotating banner on their website as well as an initial announcement email.

Experiment #25: Example Messages

Initial Email Message:

Example Facebook Message:
"First Giveaway: We're giving away 5 pairs of ... Renton and Latika fleece jackets. Reply to this post to enter. We'll pick 5 random winners in 30 minutes. Good luck. LTM Lola"

Example Twitter Message:
"We're giving away 5 pairs of ... Renton & Latika Fleece Jackets. Retweet #WINMJFLEECE to enter to win. We'll pick 5 randoms at 2:30 EST"

Experiment #25: Results
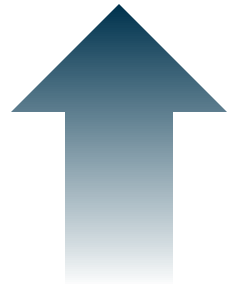
15% Increase in Sales

The campaign increased sales for products the team used as prizes by 10% to 15%
.

What you need to understand:
Overall, the team captured 45% more Twitter followers during the effort, bringing their total to more than 5,600. They also captured 31% more Facebook fans, bringing their total to more than 20,000.

Experiment #25: Results

"Instead of just a customer re-tweeting a single tweet, or replying something random [in Facebook], they really got into it and talked about why they liked the product, why it's a good product, why they love the brand, and why they love [our brand]"

- Gary Wohlfeill, Creative Director

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